THIS ISSUE WILL MAKE J.F.K.—

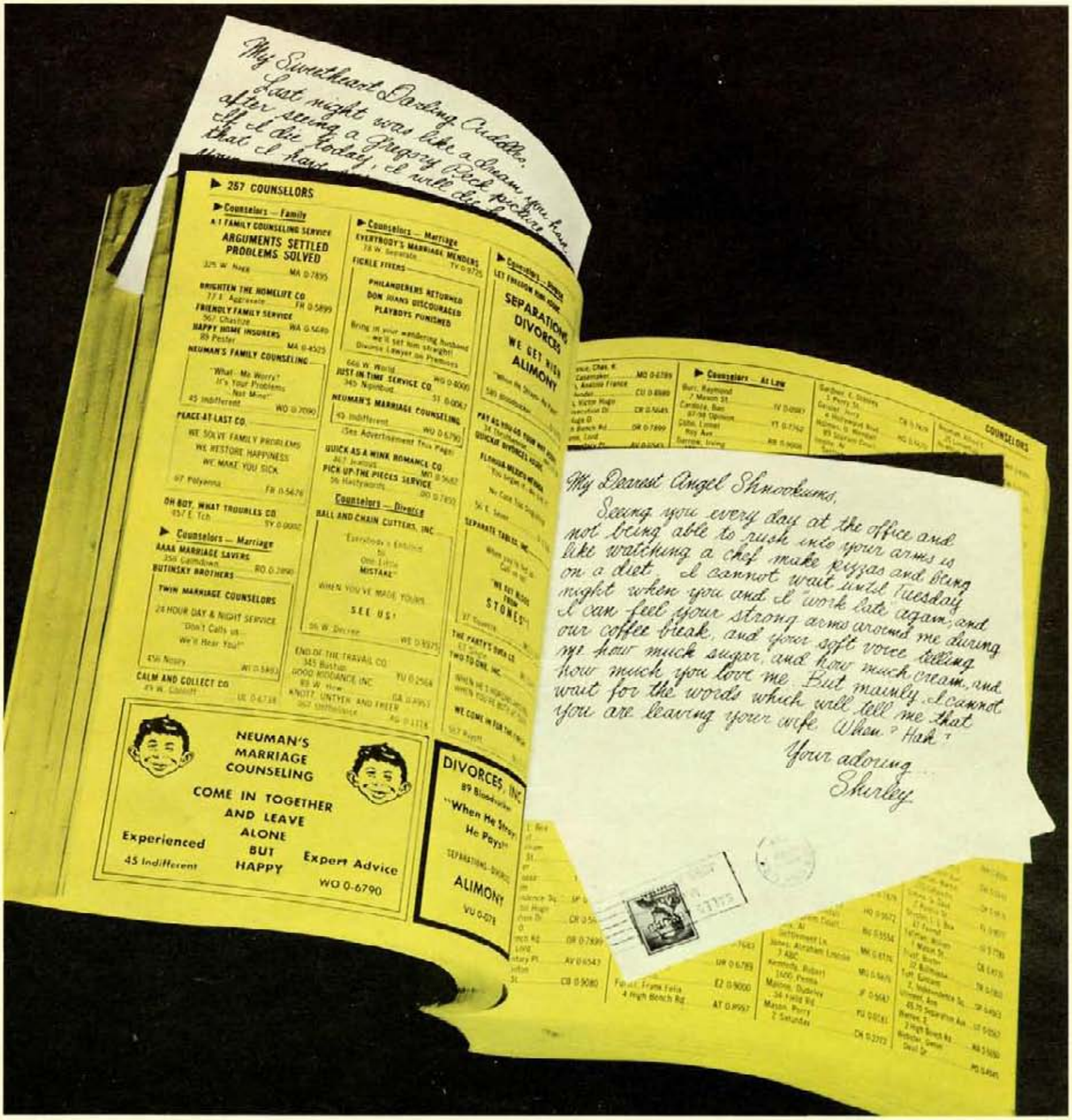
MAD

No. 66
Oct. '61

OUR PRICE 25¢ CHEAP

(MAINLY BECAUSE HE ISN'T MENTIONED ONCE!)





How to find things you never expected



Look something up in the Yellow Pages — and discover things your husband figured would be safely hidden from you — like some torrid love letters from his secretary.



Get the facts — read them letters carefully. Find out what's been going on behind your back. Then use the Yellow Pages to locate the exact service you need.



Select to suit your needs. After you decide what steps to take, you're ready to contact folks who can help you — like a Marriage Counselor, or a competent Divorce Lawyer.

Yellowed Pages

THE WORST PLACE TO HIDE ANYTHING

NUMBER 66 OCTOBER 1961

MAD

"Only a light bulb can go out every night and still be bright the next day!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
EDITORIAL ASSOCIATES: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PROPAGANDA MINISTER:** Larry Gore
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

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VITAL FEATURES



Since comedy albums are *hot, musical stars* will stereo a course in this direction to reap their own LPs (large profits)!



With new appliances and gadgets being introduced, accident rates keep going up. Soon, the "homebody" will be just that!



If you feel TV programs are idiotic, try looking at the people who watch them. The worst TV plug is the one in the wall.



An article about a film producer who ignored the stars, and yet soared to great box office heights by using guided muscles.



Why not a "Cooperstown" for the greats of small-fry baseball — who play a fine game despite their fathers' interference!



MAD designs and writes a much-needed Primer to explain ancient gods and legends — most of which sound like Greek to us!



The telephone company is designing great products to increase efficiency, service, appearance, and mainly the bills we pay.



Woods are for the birds, as far as this outfit is concerned. It trains boys for the "real" wild life — mainly today's society!

FOR A GAY ADDITION TO YOUR DESK OR DEN

PLAN A HEAD

—MAINLY, A LIFE-LIKE BISQUE-CHINA HEAD OF

ALFRED E. NEUMAN



------ use coupon or duplicate -------

MAD BUST

850 Third Avenue, New York 22, N. Y.

Please rush my bust of Alfred E. Neuman. Rest assured that I am planning ahead . . . Because I've got my wastepaper basket empty — ready to receive it when it arrives here.

I ENCLOSE $________FOR:

☐ **5½" Bust(s) at $2.00 each**

☐ **3¾" Bust(s) at $1.00 each**

NAME________________________

ADDRESS________________________

CITY________________ZONE______

STATE________________________

LETTERS DEPT.



FUTURE ACCLAIM

Having been a devoted follower for several years, I have finally arrived at this conclusion: I believe that MAD will be acclaimed long after "Time," "Life," "Look" etc. have departed. *After*—but not before!

Bradley Pieper
Minneapolis, Minn.

MARGINAL THINKING

Every time I pick up a new copy of your magazine, I find something called "Marginal Thinking Department" listed in the table of contents. I have made a thorough search of each issue, and I have yet to find anything, in the margins or otherwise, that even remotely resembles the result of "Thinking"!

Tom Cushman
North Hollywood, Calif.

IT'S NEWS TO HER

Despite the pressures of work and broadcasting, I just couldn't resist the temptation of writing to recount an instance regarding MAD. Recently, two copies were left in my outer office by a young boy and his mother. I was amazed, considering the nature and purpose of this office, and the calibre of people who frequent it, to see men and women picking up MAD in lieu of the more conservative reading matter about. One gentleman was so absorbed, he even failed to hear my secretary call out his name.

Diana Baldi
Newscaster-Commentator
WADO
New York City

MAD'S A SCREAM

My mother thinks your magazine is a scream. Mainly, every time she sees me reading it, she screams at me.

Bill Hoecker
Cincinnati, Ohio

SERIOUS ANSWER

I've been reading your magazine ever since it first came out. In all that time, I've never seen you answer a letter in a serious way. I double-dare you to give me an honest-to-goodness, genuine, serious answer for a change.

Donald Greenbaum
Tenafly, New Jersey

Okay! What's the question?—Ed.

CITED SUB, SANK SAME

My brother and I are fanatical MAD fans, and buy every copy that hits the newsstands. However, when I suggest we spend a measly $2.00 for a subscription, and save 25¢, my brother refuses. He's afraid MAD will go out of business before the nine issues are up. What do you think of him?

Jack Kaplan
Brooklyn, N. Y.

He's obviously got more cents than you! —Ed.

RIPPING GOOD TIME

I was reading MAD while playing second base recently, when my Coach caught me and ripped my copy to shreds. So I quit the team and bought another MAD. I was reading my new copy at home, when my mother caught me and ripped that one to shreds, too. Now what do I do?

Casey Baird
Kansas City, Mo.

Quit the family!—Ed.

COLLECTON OF LAUGHS

Every so often, I drag out my back copies of MAD, and get hysterical all over again. Mainly, I get hysterical counting up how much good money I wasted on your trash!

Joe McTigue
Albany, Ga.

MAD DEBATER

I thought you might be interested to know that, being a member of our high school debating squad, I have often used ideas from MAD to set up examples in debates. This has worked well—except that my coach keeps threatening to kick me off the squad! Howcome?

Bill Kotila
Deadwood, S. D.

Maybe you got B.O.?—Ed.



ONLY 5 LEFT!

Yep — only five of the full-color pictures of Alfred E. Neuman, our "What—Me Worry?" kid, left the office last week! We hope to do better this week. You can help us get rid of these delightful portraits, suitable for framing — or wrapping fish, by sending 25¢ to MAD, Dept. "What-Color?", 850 Third Avenue, New York 22, New York

We'd like to see a Factory Worker assembling his "Thawtz"

UPSIDE-DOWN NOTEBOOK



I was getting along fine until my keen-eyed teacher noticed that I was reading that "Composition Book" upside down. Your thoughtfulness is greatly appreciated, but your stupidity is inexcusable!

Bill Seifert
High Point, N. C.

Your specially-designed "Composition Book" back cover of the July issue (No. 64) fooled my teacher all right. She never knew what I was reading. Of course, neither did I!

Philip Staley
Sidney, Ohio

The "Composition Book" on the back cover of MAD #64 was a stroke of genius. Mainly, you printed it upside down! My teacher noticed it while I was reading, confiscated my copy, and had me expelled. Then, the principal noticed the "goof" while my teacher was reading my copy, took it away from her, and had her fired. Then, the director of the school board saw the principal reading a "Composition Book" upside-down, investigated, saw that *he was reading MAD, had him kicked out* of the school, and kept the issue for himself. Then, when the rest of the student body saw the members of the school board reading MAD, they complained to their parents. So now, we got no school board, no principal, no teacher, and no school! Like I said—a stroke of genius!

John Wenning
Downers Grove, Ill.

Somebody goofed! Since the "Composition Notebook" was upside down, my little boy was faced with two alternatives: (1) Read the magazine upside-down, keeping the "Composition Book" right-side-up for the teacher to see—or (2) Stand on his head at his desk in order to keep the "Composition Book" right-side-up. Unable to master upside-down reading, he chose the second method. Believe me, it's a good thing he goes to a Progressive School—or I'm sure the teacher would have noticed!

Walt Donlon
Bridgeport, Conn.

I wondered why you dumb clods had printed the cover of the "Composition Book" upside down, until I realized that you were just doing something to make your readers (both of them) write in about. Well, you forgot one thing: By removing the staples from the magazine, I was able to turn the insides of the magazine over and accomplish the purpose for which the cover was intended.

Simon Aronson
Rye, New York

Why didn't the rest of you readers (both of you) who wrote in think of that?—Ed.

Please address all correspondence to:
MAD, Dept. 66, 850 Third Avenue
New York City 22, N. Y.

AFTER THE DO-RE-MI DEPT.

There's no doubt about it! The hottest thing in the recording field today is the "comedy album"! Bob Newhart, Shelley Berman, Nichols and May, Lenny Bruce, Mort Sahl, all have achieved fantastic success and popularity as a result of their comedy album sales. Which brings us to this article. MAD predicts that it won't

COMEDY B

MUSICAL

ARTIST: WALLACE WOOD



be long before some of the other musical artists who used to have the recording field all to themselves—seeing this trend, and anxious to improve their popularity (not to mention their financial positions) — will start releasing their own comedy albums. When that happens, record shelves will be overflowing with these

ALBUMS
Y
ARTISTS

WRITER: ARNIE KOGEN

Hello, Operator? This is Giacomo Puccini. I'm calling London, England. *The song-writing team of Gilbert and* Sullivan. I want to speak to Gilbert. He's the fat one!

Hello, Gilbert? This is Giacomo. How are *you, Baby? How's your diet coming* along? Lost that much, eh? Listen, Gilly-boy, I caught "The Mikado" in *Milan! It's a bomb! No, no, nothing* **against you!** Your stuff was great. Loved your lyrics. It was Sullivan! The guy just *can't write music! I mean, he's a hack!*
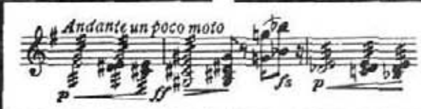
Sure I know about the album sales in Piccadilly! But they've got those crazy teenagers there! They'll buy anything! Listen, didn't they go wild over Dickens?

You want to appeal to the smart **adult** crowd, Gil! You need a partner who can *create "class music" for your lyrics!* You need someone with "style"! Let's face it, Baby! You need **me!** Now, here's *what I have in mind!* Listen to this . . .



What do you *think? What's that? It* sounded like I copped the melody from Johann Strauss? C'mon, Gil! You're put*ting me on! You* **know** *all my stuff is* original! Besides, Johann's a buddy! **I** wouldn't steal from him. Him *from* **me** *. . . maybe!*

Here's a better example of what I can do! Listen to this. It's part of a new thing *I'm working on called "La Boheme"!*



How was that? It did, huh? To high heavens, eh? But, Gil-Baby! Listen to me, Sweetie! This stuff is **class!** Give it a chance. Tell you what. Let me send you something in the mail. Rush. You'll get it in two — three months. It's called "Madame Butterfly." Cute stuff. You'll like it. Yeah. Okay? Good. Keep in touch. My regards to what's-his-name . . . Sullivan! G'bye, Baby!





An evening with XAVIER CUGAT and ABBE LANE
HIGH FIDELITY
And now, Muchachas and Muchachos, it's time for our well-known feature where we ad lib extemporaneously. Just give us a first word, a last word and the dramatic style you would like to see us perform in. We will do a sketch based only on that information. So don't be shy. Shout it out!
What's that? The first word is "Caramba"!
And the last word is "Seattle"! Now what's the dramatic style?
Louder, please, Señor! "Early Shirley Temple"!
Well, that certainly is a challenge, isn't it Abbe? Why don't you start in English . . . and I'll finish in Spanish!
THE SICK HUMOR of VAN CLIBURN
I can see this is the type of audience that really digs me—truants! To begin with, let me say that if you really want to have a time tonight, a real ball, then you won't bug me with that "Doesn't he have a cute hairdo" jazz. Dig? And let's level with each other about my act. I don't do piano jokes. Dig? I mean like if you're expecting any of that Victor Borge nonsense, forget it! You can cut out now. I do hip, satirical, "burning tank" jokes. And if you're really bugged on music, maybe I'll throw in a few Maria Callas things, maybe some other jazz, you never can tell. But we'll swing!

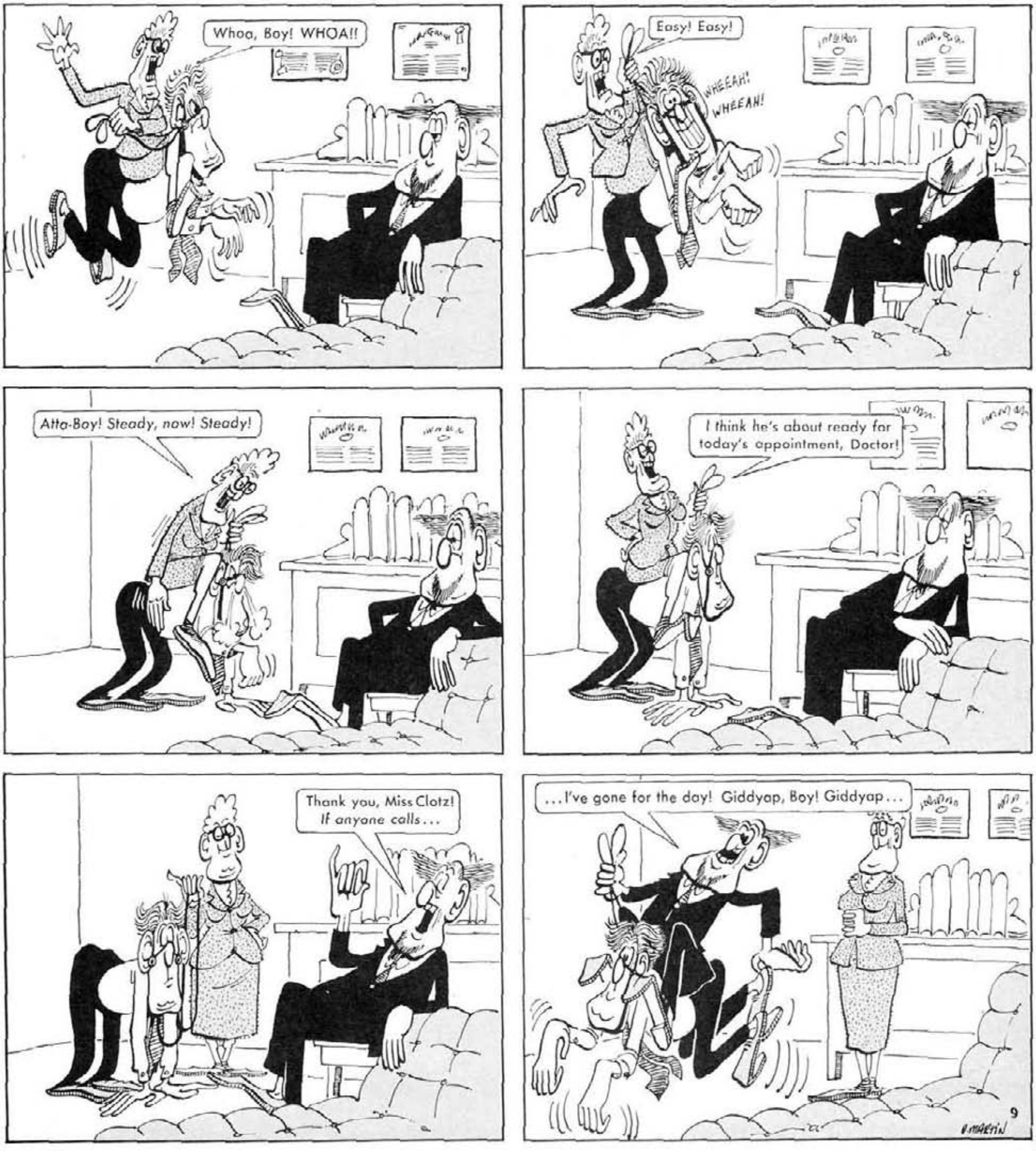

Inside
JUDY GARLAND
When I was a little girl—I mean a young girl—I was never really a "little" girl—I suddenly decided to go to Ballet School. Here then is my mother, receiving a phone call from her daughter, Judith, asking for $100, to go to Ballet School.
Hello, Judith? Where are you? You should have been home for your milk and cake hours ago. No, don't cry. Judith, please stop crying. You're 18½—stop crying! I'll save it for you. Now, what did you call for? Exciting news? What? Ballet School? That's exciting? You need $100. That's more than exciting. That's terrifying. It's also ridiculous. First of all, we don't have $100. And second, you're clumsy. You'd look silly as a ballet dancer. Swan Lake? No, I never saw you in Swan Lake. But I did see you in the Park Lake, when you fell in. There you were clumsy. Listen, Judith. Forget Ballet School, and come home. Your milk and cake will be waiting. And Judith. Don't go on a diet!
Remember when they shipped me over to Russia for the Tchaikowsky Music Competition? What a farce! Sure I grabbed the prize, but I really had to hustle to win. Since I was an American, they gave me a little handicap. I had to play the piano with mittens. Wacko! Sicko! So I won, and they gave me this big shiny trophy. Big deal. $3.98 at Woolworth's, tops! Probably made in Japan! But what really bugged me was Moscow itself. It doesn't swing like Houston or El Paso. There's no action. So what I did for kicks was stand around all day throwing snowballs into the Kremlin!
And when they brought me home for that ridiculous parade down Broadway, with all those office chicks throwing ticker tape! Who needed it? It was really depressing! I mean, Lindberg and MacArthur went through the same nonsense, and look what happened to them! Nowhere! The officials said, "You're a hero! You'll ride up Broadway!" I said, "I don't dig Broadway! Le'me ride up The Bowery!" So we rode four miles up Broadway, and then they broke the news to me. I had to chip in for the gas! Wacko! Sicko I flipped!
Society is fickle. Tastes change. Three years ago, I was page-one news, pulling a hundred—two hundred grand . . . on testimonials alone! Today, I'm out of it. And look who's the leading pianist. Jose Melis! Whacky? Me? I work an occasional concert. And for a price, I'll tune a piano. Next week, I close the show at the Tanglewood Music Festival. I don't perform, though. What I do is kick the couples off the grass at the end of the concert. It's not much money, but it's lots of laughs. After that, who knows? Maybe Newport, for the annual Jazz Festival riots!


LEONARD BERNSTEIN 1961
Look Forward In Anger
Today, we will analyze four of the greatest immortals the music world has known—Ludwig Van Beethoven, Franz Liszt, Stephen Foster, and Mitch Miller. All masters, right? Popular? Strong followings? Anyway, onward! First, Beethoven. He was a genius. Only he had an inferiority complex about wearing glasses. Right? He was the first self-conscious composer of the 19th Century. But the important thing is: The glasses helped create the image. They made him look distinguished. Sort of a stout Dave Brubeck. Ironically, he never finished making the payments . . .
Franz Liszt, musically speaking, was not as mature, as consistent, or as skillful as Beethoven. But 20th Century-Fox did make a technicolor movie about him, so what can I say? He's got a big thing going for him right there. True? Recognition at last! Progress! Liszt was an immaculate dresser, and impressed the courts of Europe with his impeccable attire. Until one performance, when he sat down to play, and someone—I think it was Chopin — spread the rumor that Liszt wore a "Sissy Deodorant." It destroyed his career. After that, he sort of lost his incentive. No drive.
Stephen Foster wrote Ballads about the South. He was to the right of Beethoven, musically — and to the left of Faubus, politically. He also had a behavior problem. He gambled. Many people think he wrote "Camptown Races." Actually, he attended them! On top of that, he had a persecution complex. The public picked on him. When he wrote "I Dream of Jeannie With the Light Brown Hair," not only didn't he get paid for it, but they made it sound like a fetish . . .
Mitch Miller is a contemporary phenomenon. I read the ratings of his show. 24 million watch it, 5 million actually sing along, and 4 million are off key. Insane! When people switch him off, they're not really showing a dislike for Miller. Actually, because of his beard, they're subconsciously rejecting the father-image. Right? Anyway, I can't comment fairly on his show because, personally, Friday nights, I watch "Pony Express." True, there's more action on "Sing Along With Mitch," but they sing better on "Pony Express." Right? Hah! Revealing! If there are any groups I haven't offended, I apologize . . .
The HUNGRY

DON MARTIN DEPT. PART I

Don Martin, MAD's maddest artist—and known to his analyst as the original "Freudian Slip"—tells us about one of his recent sessions

In The Psychiatrist's Office



HOME IS WHERE THE HURT IS DEPT.

THEN

In the old days, there was nothing complicated about having a common household accident. Like if you made up your mind to fall down a flight of stairs, you just did it — head over heels . . .



Yes, you merely need to compare the American home of yesteryear with the American home of today to note the progress being made by science and industry in developing amazing labor-saving devices. Unfortunately,

We'd like to see a drunken Navigator steering a new "Corshe"

MODERN HOUSE

ARTIST: MORT DRUCKER

THE TRANSISTOR THRUST



This accident is suffered most often by owners of transistorized portable radios with telescoping antennae who selfishly like to listen in private.

THE GRETA GARBAGE



This accident is limited to Hollywood kitchens, and occurs when the "do-it-yourselfer" decides to clean out the automatic disposal unit while it's on.

THE HOT-FOOT FLOOGIE



This injury is common in homes built on slabs—when thermostat goes on the fritz, and radiant-heating coils in the concrete floor turn it white hot.

NOW

Today, many homes are equipped with escalators — which means that you first gotta fall up the stairs until you reach the top — before you can fall down the stairs like any normal person . . .



you also merely need to compare the files of doctors and hospitals of yesteryear with the files of doctors and hospitals of today to note the progress being made by careless American clods in incurring amazing . . .

HOLD ACCIDENTS

WRITER: JACK MENDELSOHN, AGE 33½

We'd like to see a Conductor stalled in his "Trax"

THE KELLY FREEZE



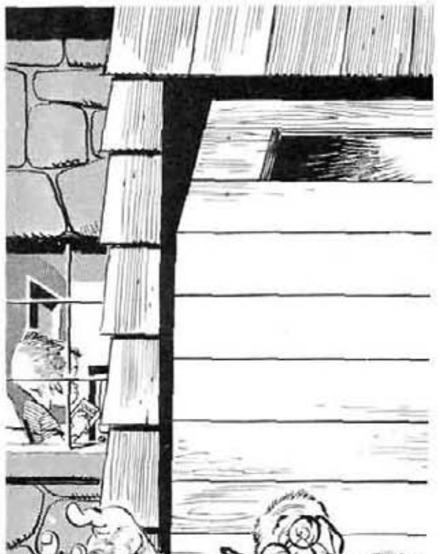
This accident is common among owners of chest-type deep freezers . . . and is caused by leaning over too far in quest of a goodie at the very bottom.

INSTANTUS ELEPHANTITIS



This condition brought on by failure to read instructions before eating a pack of dehydrated potato pancakes—followed by several glasses of water.

THE FALLEN ARCHWAY



Also called "Parking-son's Disease"—injury is caused by Jr. accidentally (or not) activating electronic garage door by using remote-control TV tuner.

THE FURNESSED FIBULA



An injury caused by those new refrigerator doors that close automatically by means of powerful magnets—proving "you can be sore—from a Westinghouse"

PLUCKED FEDDERS



This painful condition, in which the skin becomes dry and leathery, comes on suddenly—when a dehumidifier has removed all the moisture from the air.

HOUSEMAID'S KNUCKLES



Name derived from phrase: "Waring the fingers to the bone"; injury results from attempts to clean blendor before rotor-blade stops spinning completely.

We'd like to see an Attorney wrap up his "Cais"

ELVIS-OF-THE-PELVIS



Named because it's a "Hip" disorder—this injury results from trip across kitchen floor coated with one of the new super-gloss, self-polishing waxes.

THE LLOYD BRIDGES BLOAT



Caused by slipping on soap in a stall shower, being wedged into corner, and watching helplessly as the hot water rises slowly above the nasal passages.

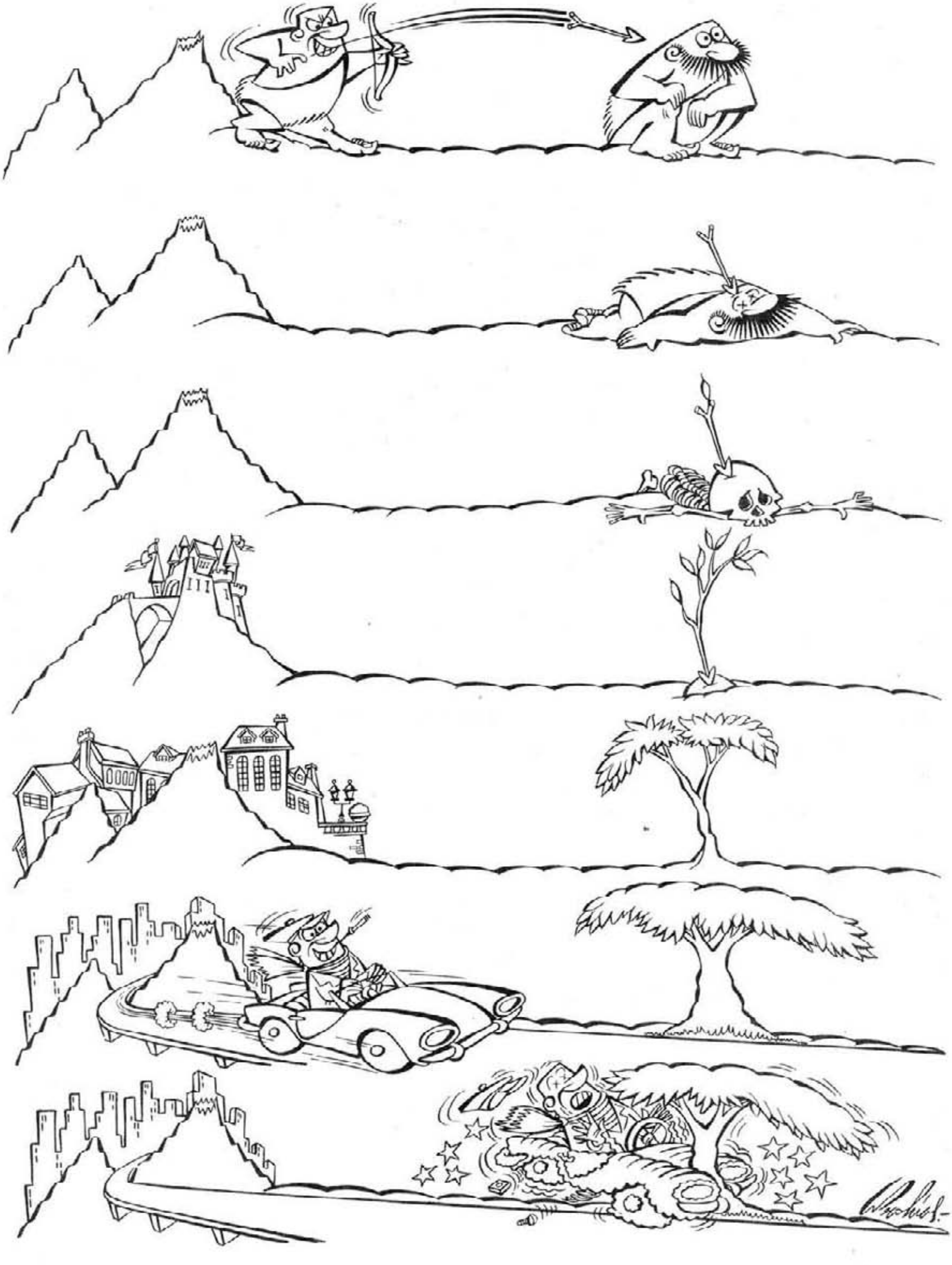
NEUMAN'S NECK



An injury suffered by many stubborn readers of "Mad" who try to read the upside-down and side-ways "Marginal" gags without turning magazine around.

VENGEANCE

BY ANTONIO PROHIAS



With this article, MAD introduces a new feature, based on the proposition that you can tell an awful lot about a person by the scraps of paper and cards and bills and photographs and money he carries around in his wallet. Since we are all basically nosey, we thought it would be exciting to see what *famous people* carried around in *their* wallets. So we sent out a special research team to pick some famous pockets. They recently returned with three laundry tickets and four black eyes. We'll be sending them out again for the next issue (when they recover), but in the meantime, we'd like to present *our* version of what you'd *probably find* in this "first of a series" revealing the unexpected contents of . . .



CELEBRITIES' WALLETS

ARTIST: GEORGE WOODBRIDGE WRITER: ARNIE KOGEN

Grauman's Chinese Theater
HOLLYWOOD, CALIFORNIA

Mr. Bobby Darin
Hollywood, Calif.

July 18, 1961

Dear Mr. Darin:

This is to advise you that we have contacted our lawyers, and they are prepared to bring suit against you for the scene you created in front of our world famous theater last Wednesday evening.

Imagine! Pouring fresh cement, and trying to leave your footprints next to those of great movie stars of the past!

And without our permission!

Sincerely,

For Grauman's Theat

DON LOPER
CUSTOM TAILORS—456 HOLLYWOOD BOULEVARD

"The Shop Where Sinatra Shops"

IN ACCOUNT WITH
Bobby Darin

1--Frank Sinatra Style Raincoat........	$125.00
1--Frank Sinatra Style Tie............	15.00
1--Frank Sinatra Style Jockey Shorts...	4.00
	$144.00

Schwab's Drug Store
2908 Sunset Blvd. Hollywood, Cal.

"The Drug Store Of The Stars"

Charge to:
Mr. Bobby Darin

4 Pair "Actor-Type" Sunglasses $12.00

LLOYDS of LONDON
79 Lutine Street, London W.1

Mr. Bobby Darin
Hollywood, Calif

July 28, 1961

Dear Mr. Darin:

We have received your letter containing your request for "Special Insurance". Although Lloyd's has a reputation for insuring just about everything, we cannot write a policy to insure your "Greatness." As you can understand, this is a rather unusual request, even for an entertainer from America. Perhaps we can do business when you have something a bit more tangible you would like to insure.

Faithfully yours,

Horace Wickwire

Horace Wickwire
Special Policy Div.

STEVE BLAUNER

Bobby Baby:—
Enclosed are some more photos of him (Sinatra) singing. You've almost got him down to a "T"— Keep practicing, and soon they won't be able to tell the difference—
Steve Baby—

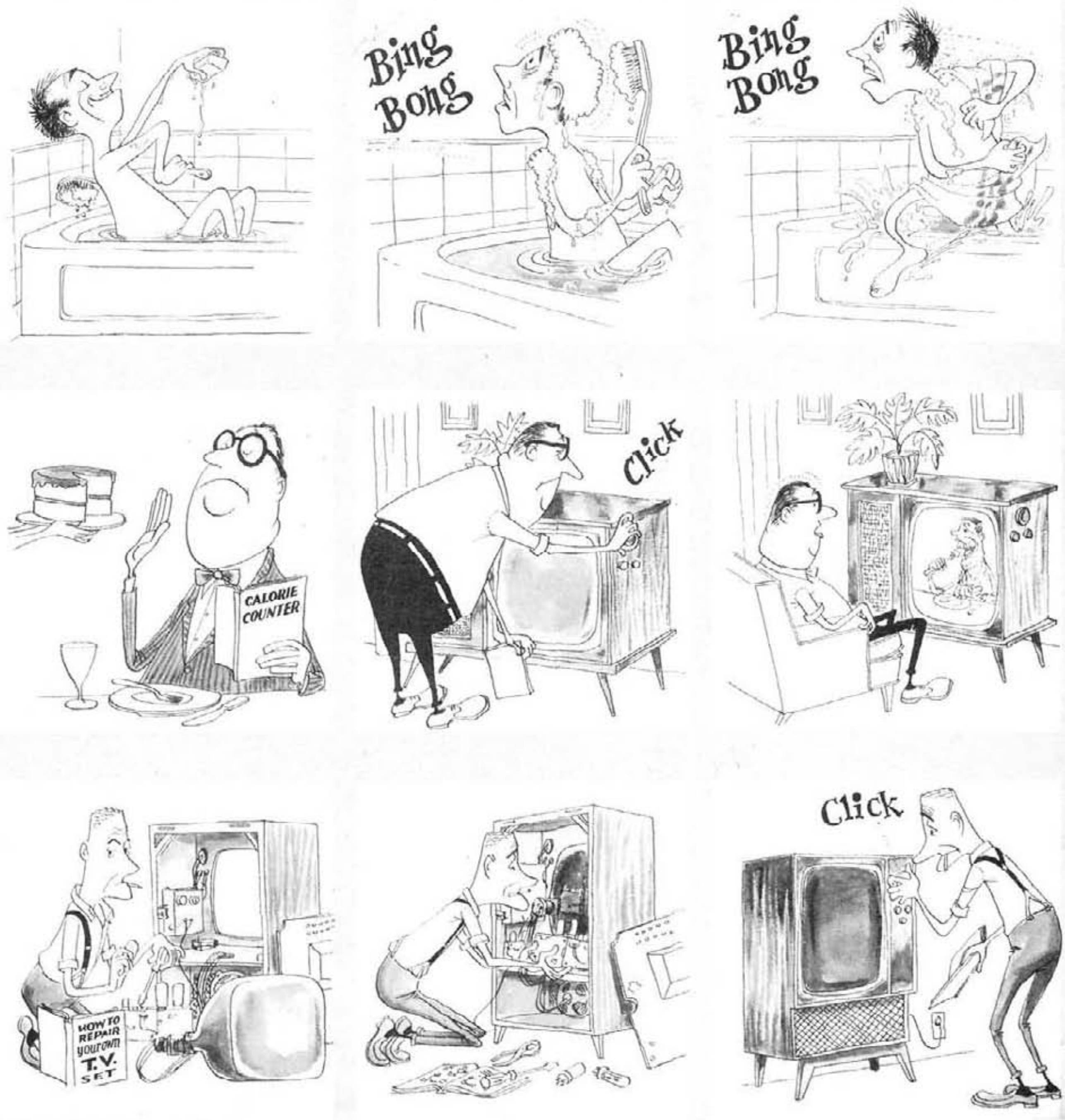
PERSONAL MANAGEMENT

LOONEY-TUNERS DEPT.

Television has only been in general use for about 15 years, and yet it has completely changed our way of life. The TV set has brought the world into our living rooms—as if we didn't have enough troubles already. It has wised-up our young people beyond their years, killed the ancient art of conversation, and reduced the pastime of reading to the pages of "TV Guide." We at MAD have always found television a vulnerable target for our kidding. But somehow, we've limited our fun to the idiotic things that appear on the TV screen, and we've ignored the idiotic things that face the TV screen, mainly, the TV viewers, some of whom can be more ridiculous than all the ridiculous TV programs and TV commercials combined. To them MAD dedicates the following article, which offers . . .

the lighter THE

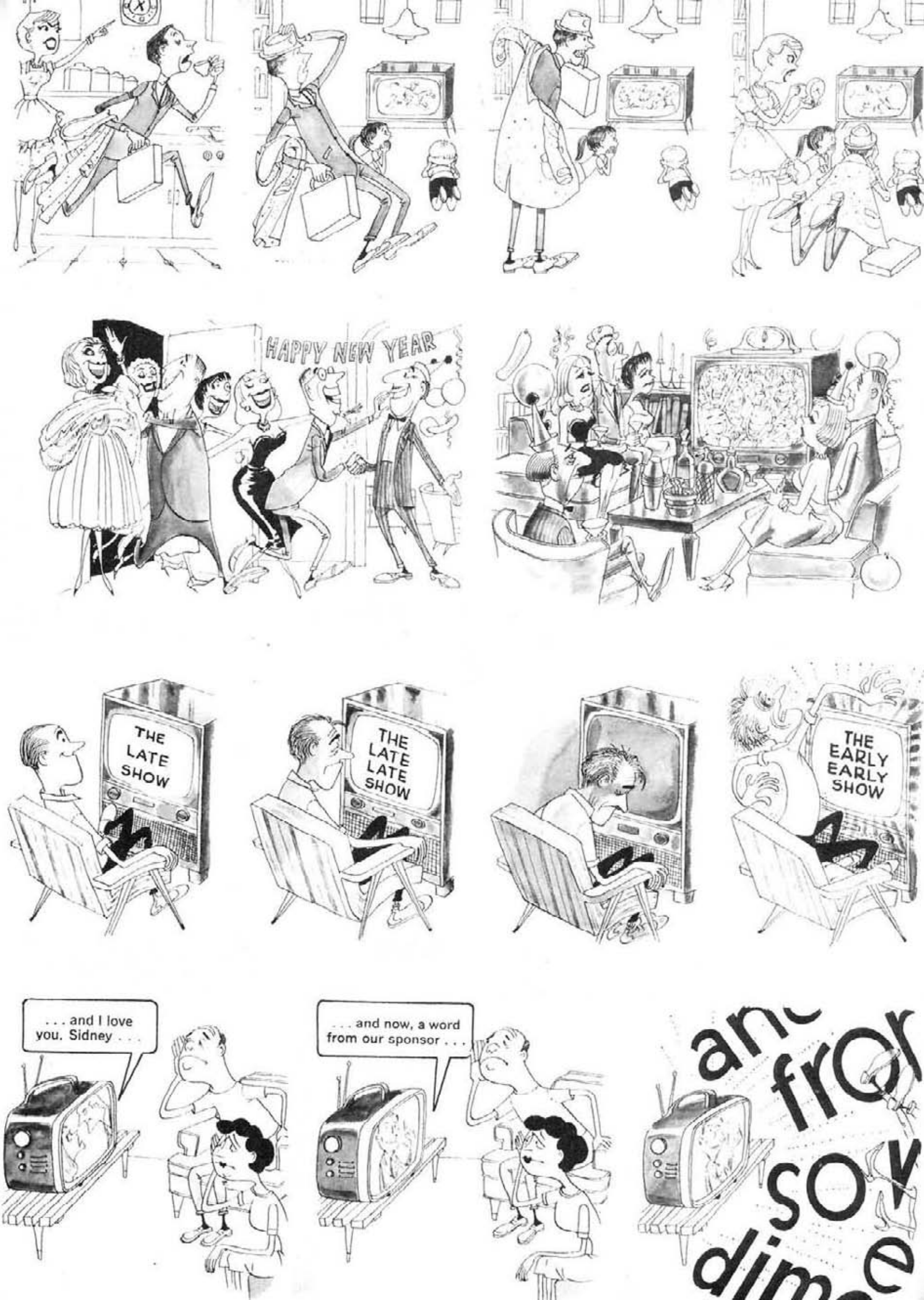
We'd like to see a Stockbroker pile up his "Profitz."

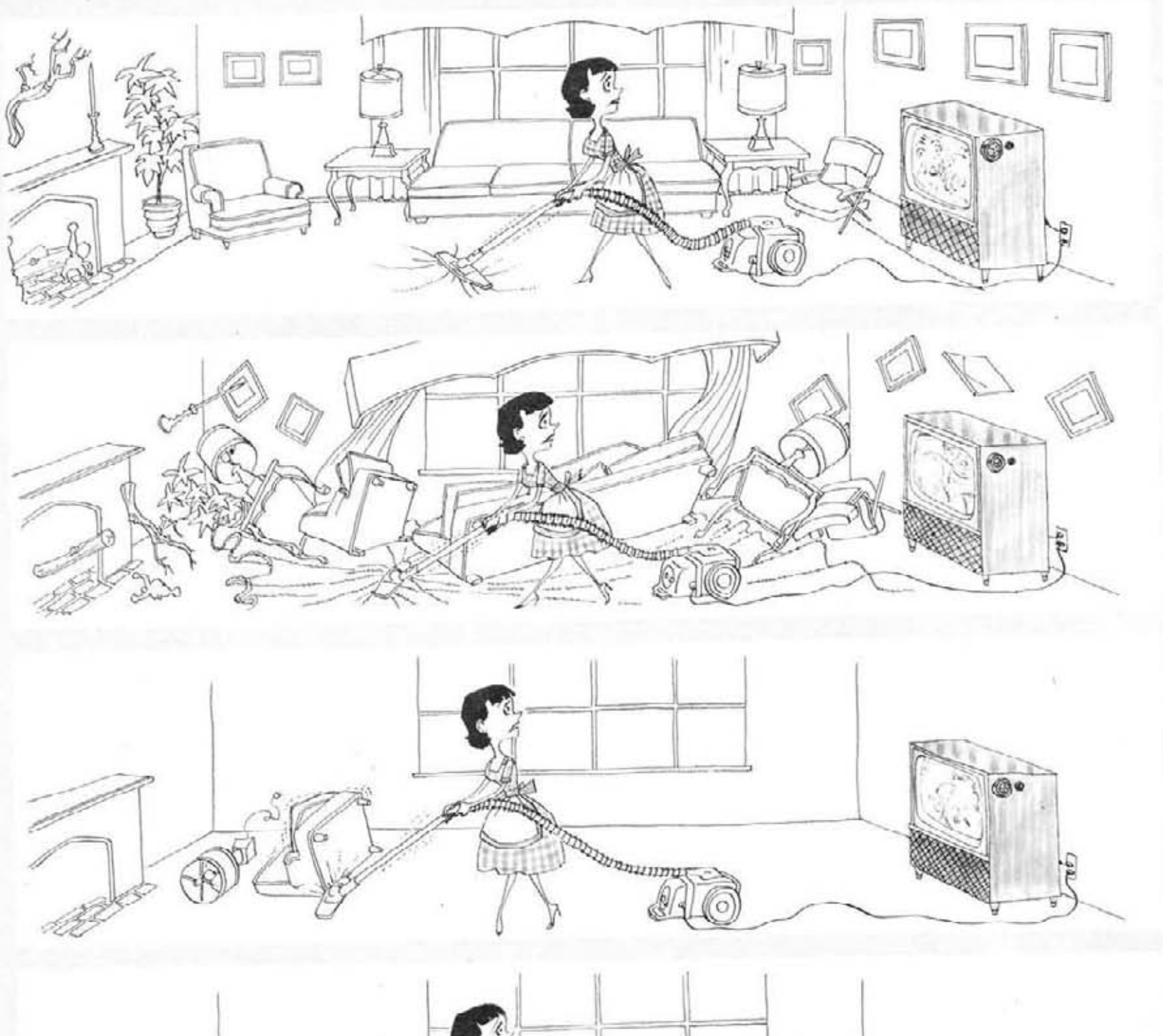


side of TELEVISION SET

WRITER & ARTIST: DAVID BERG




HAPPY NEW YEAR
THE LATE SHOW
THE LATE LATE SHOW
THE EARLY EARLY SHOW
. . . and I love you, Sidney . . .
. . . and now, a word from our sponsor . . .

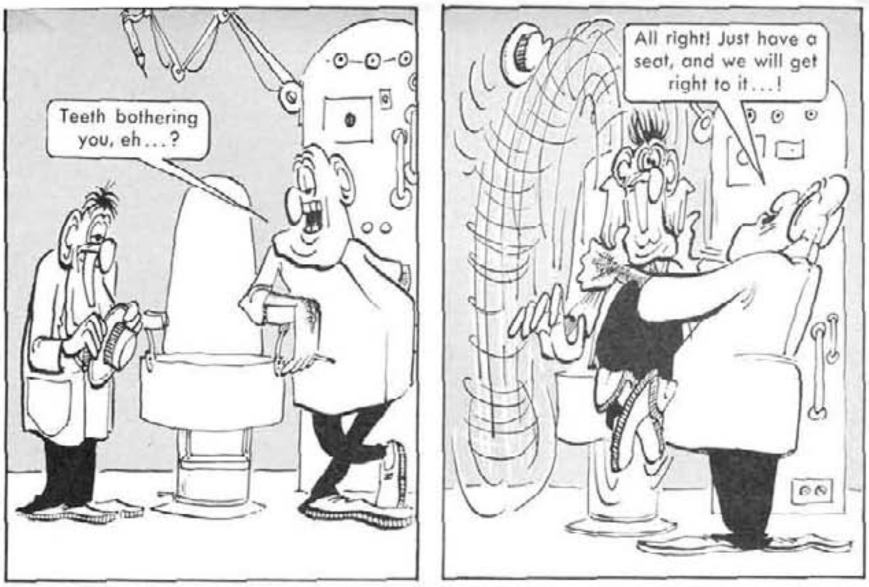

David Berg

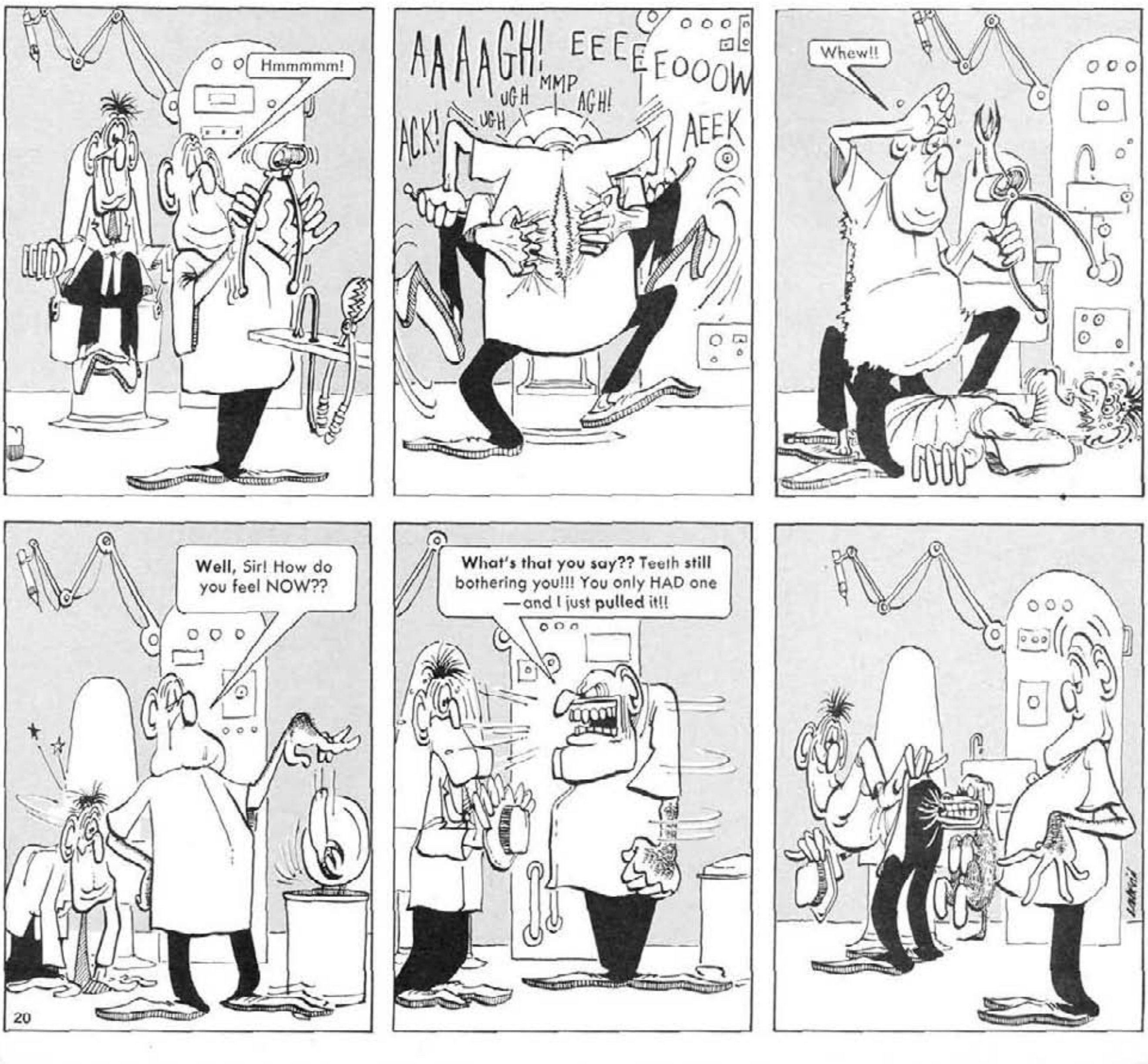
We'd like to see a Businessman driving a "Hodd-Boggin"

DON MARTIN DEPT. PART II

While waiting to have a cavity filled (his head cavity), Don Martin observed the following

AT THE DENTIST





B-O PLENTY DEPT.

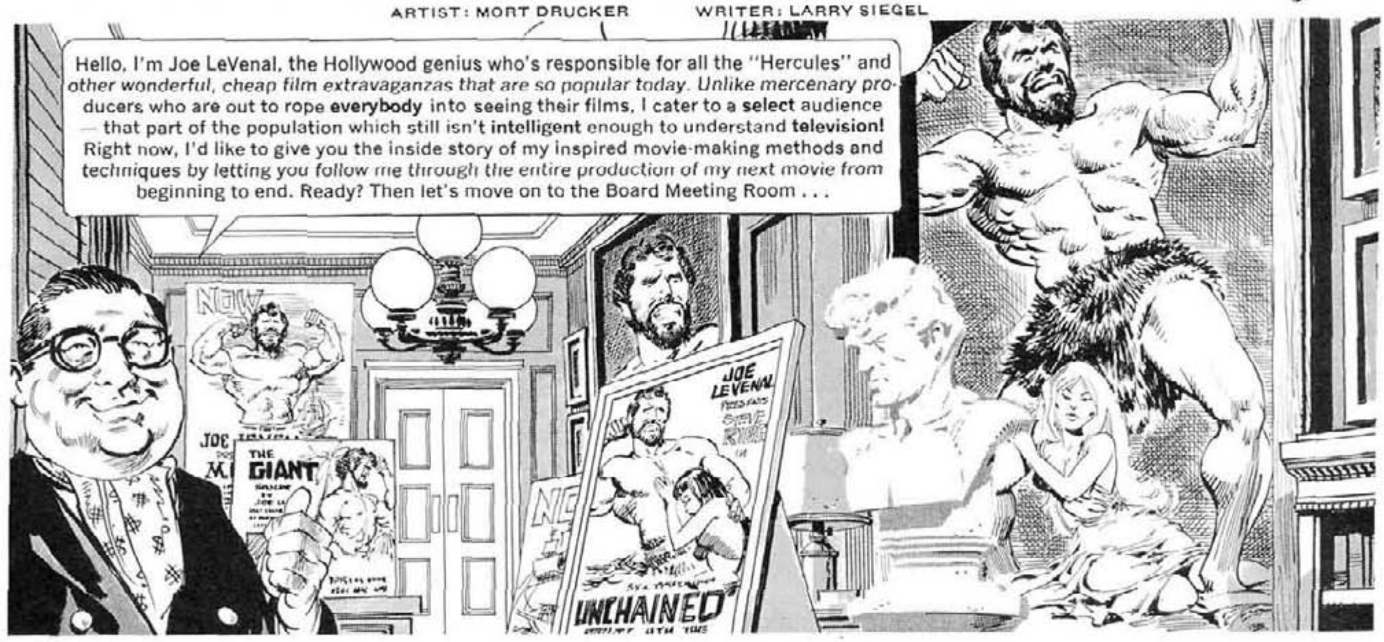
The following story needs absolutely no introduction. The title is self-explanatory. However, after reviewing all our past issues, we noticed that we always include an introduction, whether an article needs one or not. So rather than have our readers feel cheated, we've decided to include an introduction after all:

> *"We, the people of the United States, in order to form a more perfect Union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America."*

MAD Visits Joe LeVenal

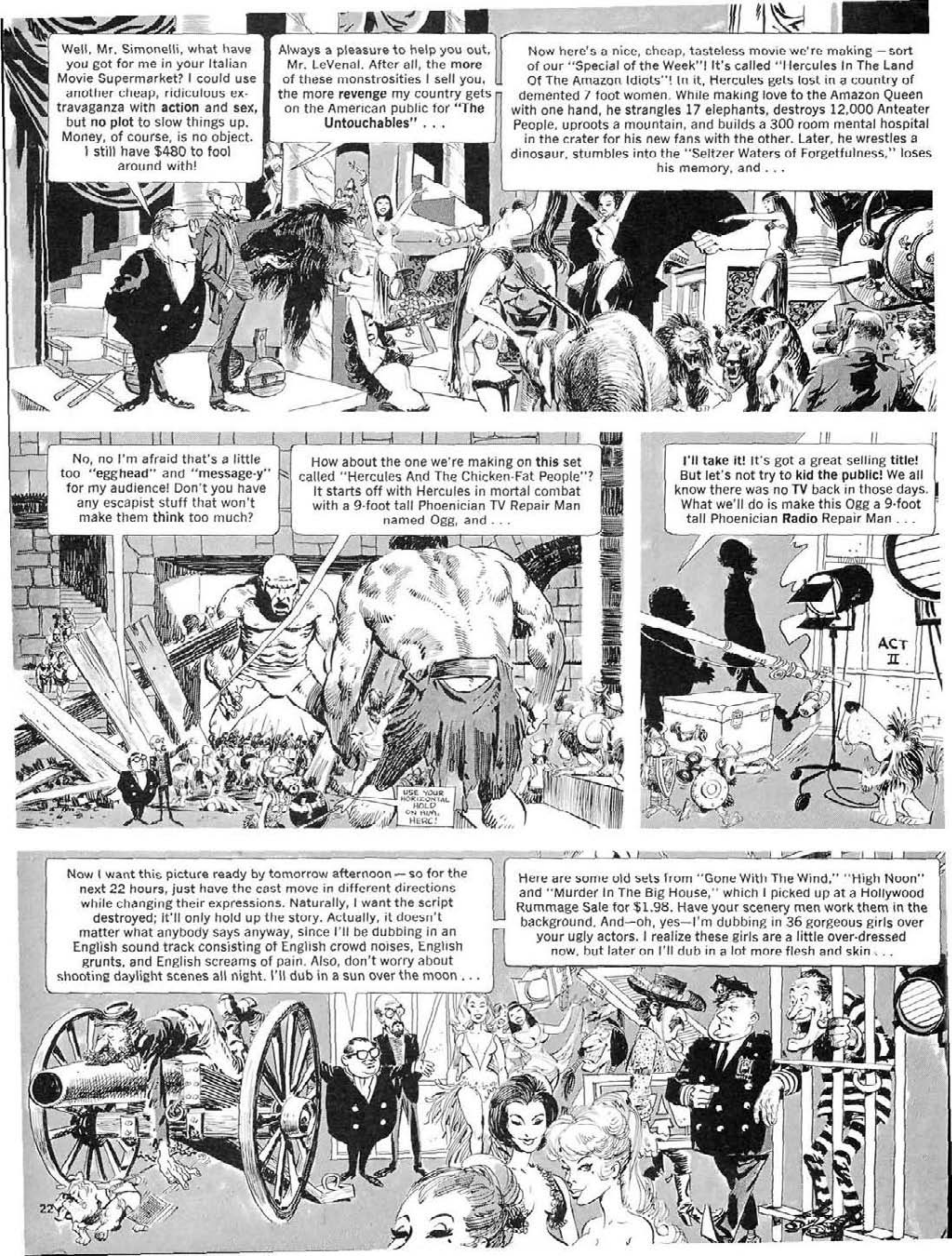
HOLLYWOOD'S LATEST PRODUCING GENIUS

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL





We'd like to see a Has-Been coasting on his "Laurelz"


Well, Mr. Simonelli, what have you got for me in your Italian Movie Supermarket? I could use another cheap, ridiculous extravaganza with **action** and **sex**, but **no plot** to slow things up. Money, of course, is no object. I still have $480 to fool around with!
Always a pleasure to help you out, Mr. LeVenal. After all, the **more** of these monstrosities I sell you, the more **revenge** my country gets on the American public for **"The Untouchables"** . . .
Now here's a nice, cheap, tasteless movie we're making — sort of our "Special of the Week"! It's called "Hercules In The Land Of The Amazon Idiots"! In it, Hercules gets lost in a country of demented 7 foot women. While making love to the Amazon Queen with one hand, he strangles 17 elephants, destroys 12,000 Anteater People, uproots a mountain, and builds a 300 room mental hospital in the crater for his new fans with the other. Later, he wrestles a dinosaur, stumbles into the "Seltzer Waters of Forgetfulness," loses his memory, and . . .
No, no I'm afraid that's a little too "**egghead**" and "**message-y**" for my audience! Don't you have any escapist stuff that won't make them **think** too much?
How about the one we're making on **this** set called "Hercules And The Chicken-Fat People"? It starts off with Hercules in mortal combat with a 9-foot tall Phoenician TV Repair Man named Ogg, and . . .
USE YOUR HORIZONTAL HOLD ON HIM, HERC!
I'll take it! It's got a great selling **title!** But let's not try to **kid the public!** We all know there was no **TV** back in those days. What we'll do is make this Ogg a 9-foot tall Phoenician **Radio** Repair Man . . .
ACT II
Now I want this picture ready by tomorrow afternoon — so for the next 22 hours, just have the cast move in different directions while changing their expressions. Naturally, I want the script destroyed; it'll only hold up the story. Actually, it doesn't matter what anybody says anyway, since I'll be dubbing in an English sound track consisting of English crowd noises, English grunts, and English screams of pain. Also, don't worry about shooting daylight scenes all night. I'll dub in a sun over the moon . . .
Here are some old sets from "Gone With The Wind," "High Noon" and "Murder In The Big House," which I picked up at a Hollywood Rummage Sale for $1.98. Have your scenery men work them in the background. And—oh, yes—I'm dubbing in 36 gorgeous girls over your ugly actors. I realize these girls are a little over-dressed now, but later on I'll dub in a lot more flesh and skin . . .



We'd like to see a City Contractor greasing a "Palmme"


". . . and intimate luncheons with the press to acquaint them with the movie at a cost of $1,000,000 . . ."
". . . and finally, $1,999,500 as an emergency fund for unexpected script troubles . . ."
Joe, I agree with everybody that the film is putrid! I also think the opening is bad, the middle sags, and the ending needs punching up!
In that case, we'll do what we always do when we have script trouble! We'll spend our emergency fund on more advertising, and swear that the movie is even greater than we said it was originally!
". . . and so, we finally release the film in 60,000 theatres simultaneously around the country."
HAVE YOUR MONEY AND YOUR I.Q. SCORES READY! NO ONE ADMITTED WITH AN I.Q. OVER 34!
My two-year-old brother said the picture was great!
I told my mother I was running away to join a burlesque troupe! If she ever found out I really came to see a "Hercules" picture, she'd murder me!
HERCULES AND THE CHICKEN FAT PEOPL
Well, you've been through a complete production with me, and you've seen how my latest movie "Hercules and The Chicken-Fat People" grossed $50,000,000. Of course, I expect to be named "Movie Pioneer of The Year" again in 1961. But now, I'd like to introduce you to the man who, more than anyone else, is responsible for my great success. I refer to my star and meal ticket—Steve Ribs . . .
We'd like to see a Gambler pushing his "Luc"
Thank you, Joe! And now, I'd like you all to meet the people who are responsible for making me the great star that I am . . .
Harold Cicero—who dubs in my voice . . .
Arnold Lovelace—who dubs in my muscles and mighty build . . .
Sal Valaduzzi—who dubs in my usual blank expression . . .
Leonard Fink—who dubs in my hair . . .
Bertram Feelish—who dubs in my teeth . . .
. . . and Milton Grebb, who dubs in my courage!
Look, Joe, I know it's a smart move to save money by secretly hiring your brother to star in your films—but I haven't been paid in three months! Look! My wallet is empty . . .
For cryin' out loud, Irving! Will you stop worrying! When we get home, I'll dub in a couple of bucks!
MORT DRUCKER

ALL IN FUND DEPT.

We're all familiar with the big fund drives that take place every year, such as The March of Dimes, the Heart Fund, the Muscular Dystrophy Telethon, and like that. We all know these causes are wonderful things *that help tremendously in the fight against disease.* And we're all for them—hook, line, and wallet! But recently, we learned that there are a lot of other causes which get crowded out by the half-dozen big ones, causes that are just as valid and just as worthwhile! Only they just don't get the same publicity! *So, to correct this situation, MAD now throws open* its ridiculous pages to promote some of America's . . .

ARTIST: BOB CLARKE

Little-Known MEDICAL CRUSADES

WRITER: SY REIT

We'd like to see *Maria* Callas in a tan "Trumm"

Help Put The Squeeze On A Dreaded Disease!

1 OUT OF EVERY 215,630 AMERICANS SUFFERS FROM

BLACKHEADS

DON'T LET IT HAPPEN TO *YOU!*



JOIN

"THE FATHER'S MARCH AGAINST BLACKHEADS"

TODAY!

This Message Prepared as a Public Service by the F.B.I.*

*Fund For Blackhead Immunity

REMEMBER . . .

I - T Can Strike Anyone!

GIVE GLADLY!

SO THAT OTHERS MAY

LIVE GLADLY!

ANNUAL FUND DRIVE

OF THE

INGROWN TOENAIL APPEAL

If you're not an "Ingrown Toenail Sufferer", you can help stamp out this awful handicap!

(If you are a sufferer, don't try stamping!)



A.A.A.
AMERICAN ACNE ASSOCIATION

August 3rd, 1961

Dear Contributor:--

Another year has gone by, and it's time once more to think of those less fortunate than ourselves...those whose lives have been blighted by the one ailment that causes more people to "lose face" than any other... chronic ACNE.

Can we count on your generous support again this year? We are enclosing a sheet of our beautiful 1961 ACNE STAMPS for pasting on letters, post cards, and old acne scars. In payment, please send whatever you can afford. It will be greatly appreciated.

Remember, you won't be able to look at yourself in the mirror if you let America's acne-sufferers go unaided, if you turn your back on the acne-ridden, or if you happen to develop acne yourself.

Today, more than ever, we Americans must have strength...courage...energy...vision ...and clear complexions if we are to win the "Cold War".

On behalf of millions of adolescents, I remain,

Sufferingly,



Sturdley Thrunch
President, A.A.A.







P. N. D. FOUNDATION LAUNCHES FUND AND MEMBERSHIP DRIVE



P. N. D. Foundation President McTouhy

Chicago, Aug. 1—(special to the Times) Dr. Velvl McTouhy, President of the Post Nasal Drip Foundation, announced today the launching of a new campaign designed to make the country *Post Nasal Drip conscious.*

Dr. McTouhy spoke at the annual P. N. D. Spaghetti Luncheon, held in the elegant Herman J. Klotz Room of the Neuman-Hilton Hotel.

"Post Nasal Drip," said Dr. McTouhy, "is a major threat to the health of our nation. This ailment offers a formidable challenge to medical science because it is so baffling, so dangerous, and mainly—so disgusting!"

THE CRUSADE AGAINST UNWANTED FACIAL HAIR

Box 295, Axolotl St. Postoffice, N.Y.C.

Gentlemen (unless you're all fuzzy Ladies who only look like Gentlemen)

Enclosed is my contribution of $_______ to help carry on **THE CRUSADE AGAINST UNWANTED FACIAL HAIR.** I would also like to see a new "Crusade" launched against "Unwanted _____ Hair."

Sincerely,



NAME______________________

ADDRESS______________________

CITY______________ STATE________

"Over 17 Years Of Research Trying To Get At The Root Of Your Problem"







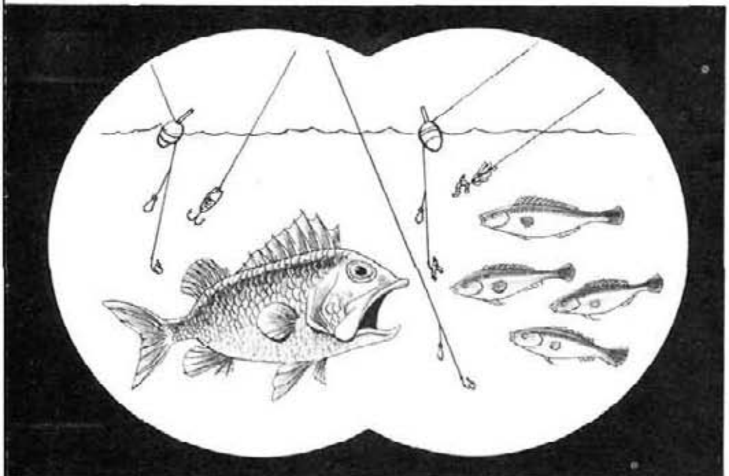
EAR-TO-THE-GROUNDHOG DEPT.

Most studies of nature are concerned with the descriptions and habits of the various birds, insects and animals, but completely ignore the most important aspect of all—mainly what these creatures are thinking! Not so, however, with—



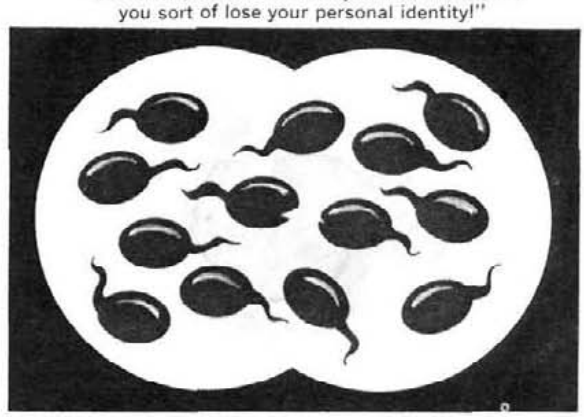
A MAD LOOK AT NATURE

ARTIST: DAVID BERG WRITER: DEAN NORMAN



"You new graduates will find out there are lots of things they didn't teach you at the State Hatchery!"

"Somehow, I feel that when you're a millituplet, you sort of lose your personal identity!"

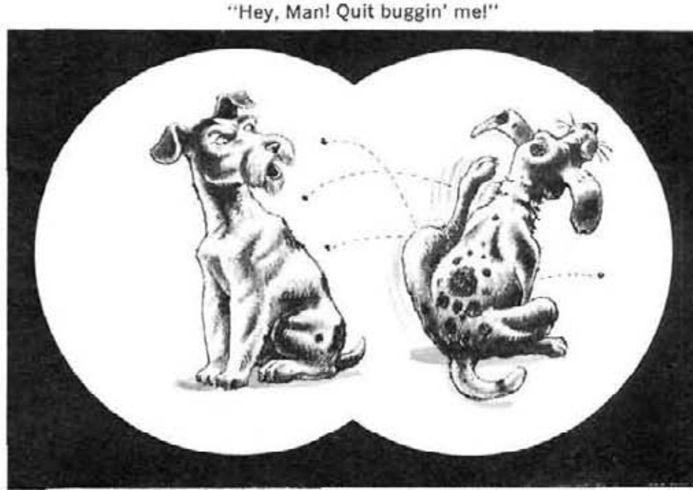


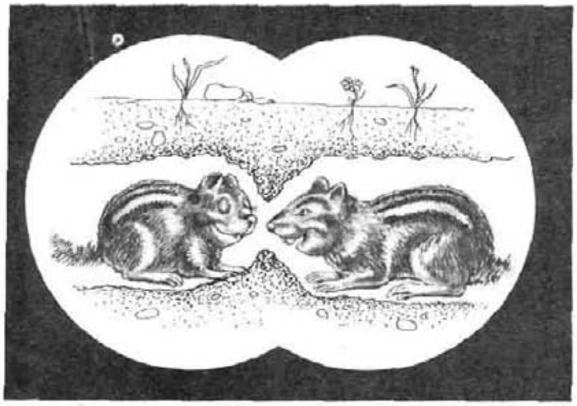
We'd like to see a Manufacturer back up his "Clayme"



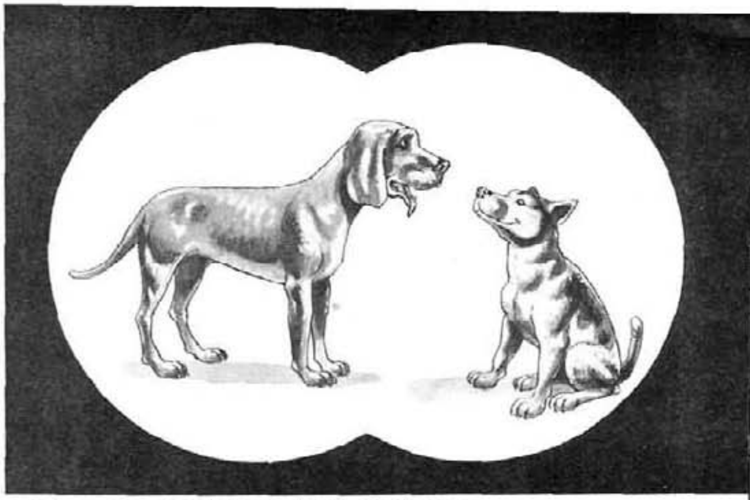
"Son, I think it's time I told you about the birds and the people!"

"Hey, Man! Quit buggin' me!"



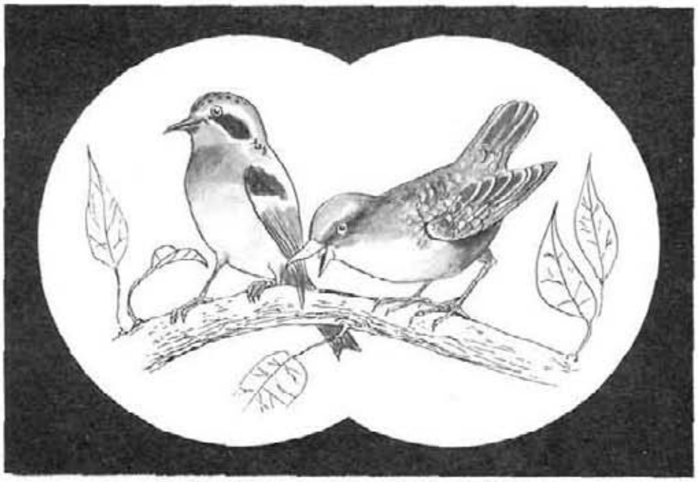


"Baby . . . like I mean, I really dig you!"

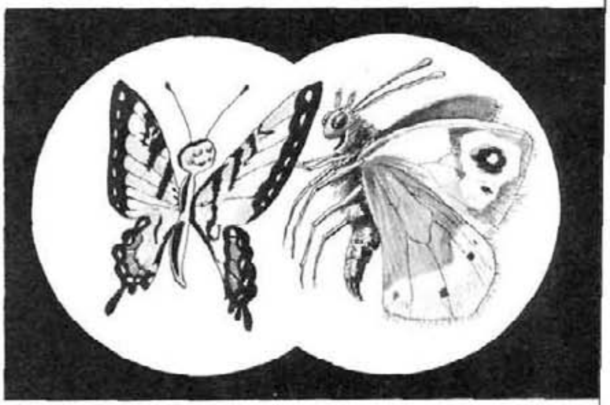


"Let's go over to the playground and wait till recess. It embarrasses the *hell* out of Miss Jenkins!"

We'd like to see a Suitor braking his "Promisse"

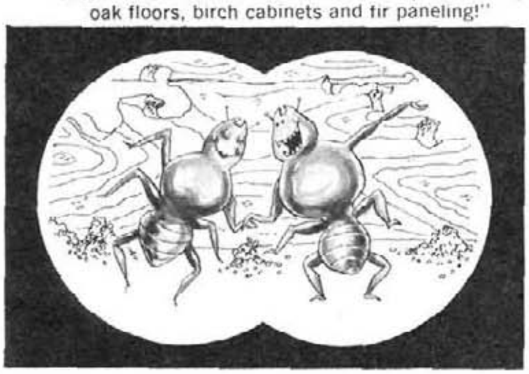


"The first few warm days of Spring is the best time to observe their mating habits!"

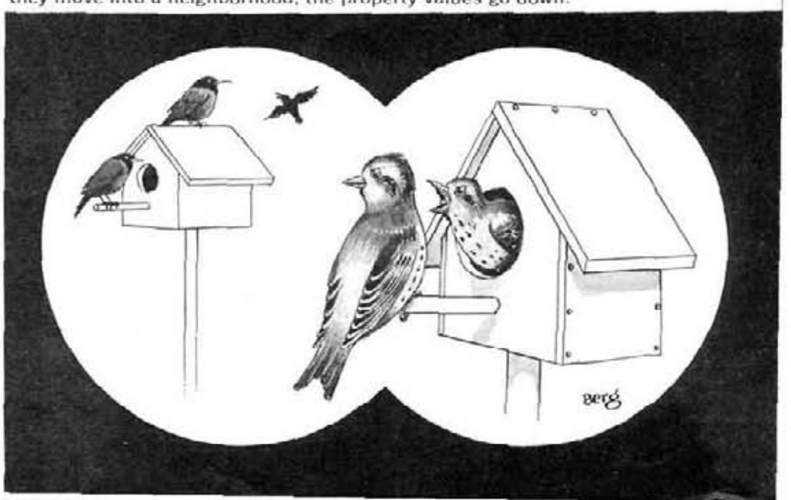


"Don't tell me you're that skinny little *kid I used to call 'Freckle-Face'. . . !"*

". . . and after the honeymoon, we'll move out to a *cute little suburban ranch house with pine beams,* oak floors, birch cabinets and fir paneling!"



"*I don't have anything against Starlings personally, but when* they move into a neighborhood, the property values go down!"

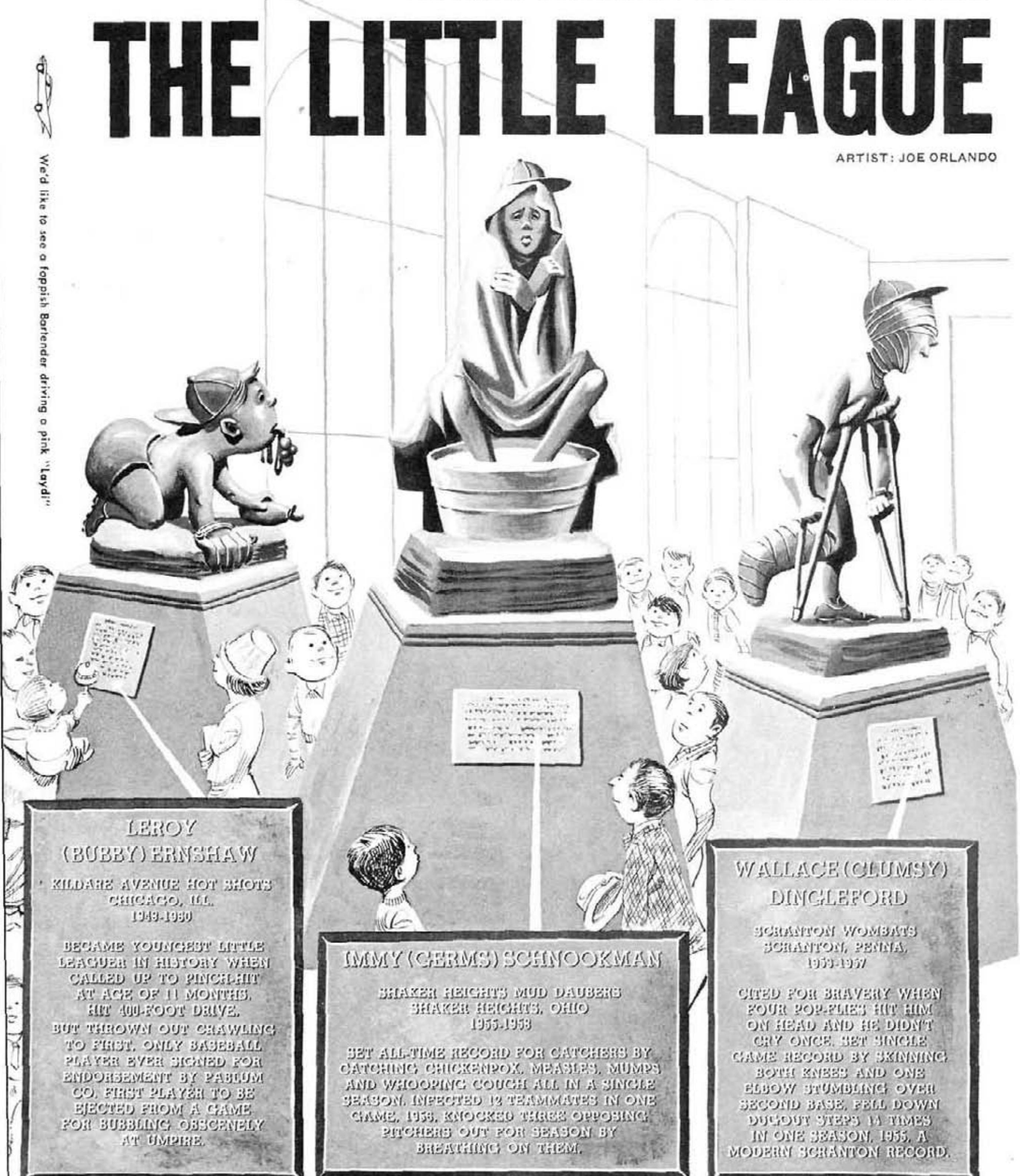


BRAT-AND-BALL DEPT.

Little League Baseball has gone "big time" in recent years, with its own stadiums, its hotly-contested pennant races, and even its own World Series. About the only thing the kids don't have, to simulate

THE LITTLE LEAGUE

ARTIST: JOE ORLANDO



We'd like to see a foppish Bartender driving a pink "Laydi"

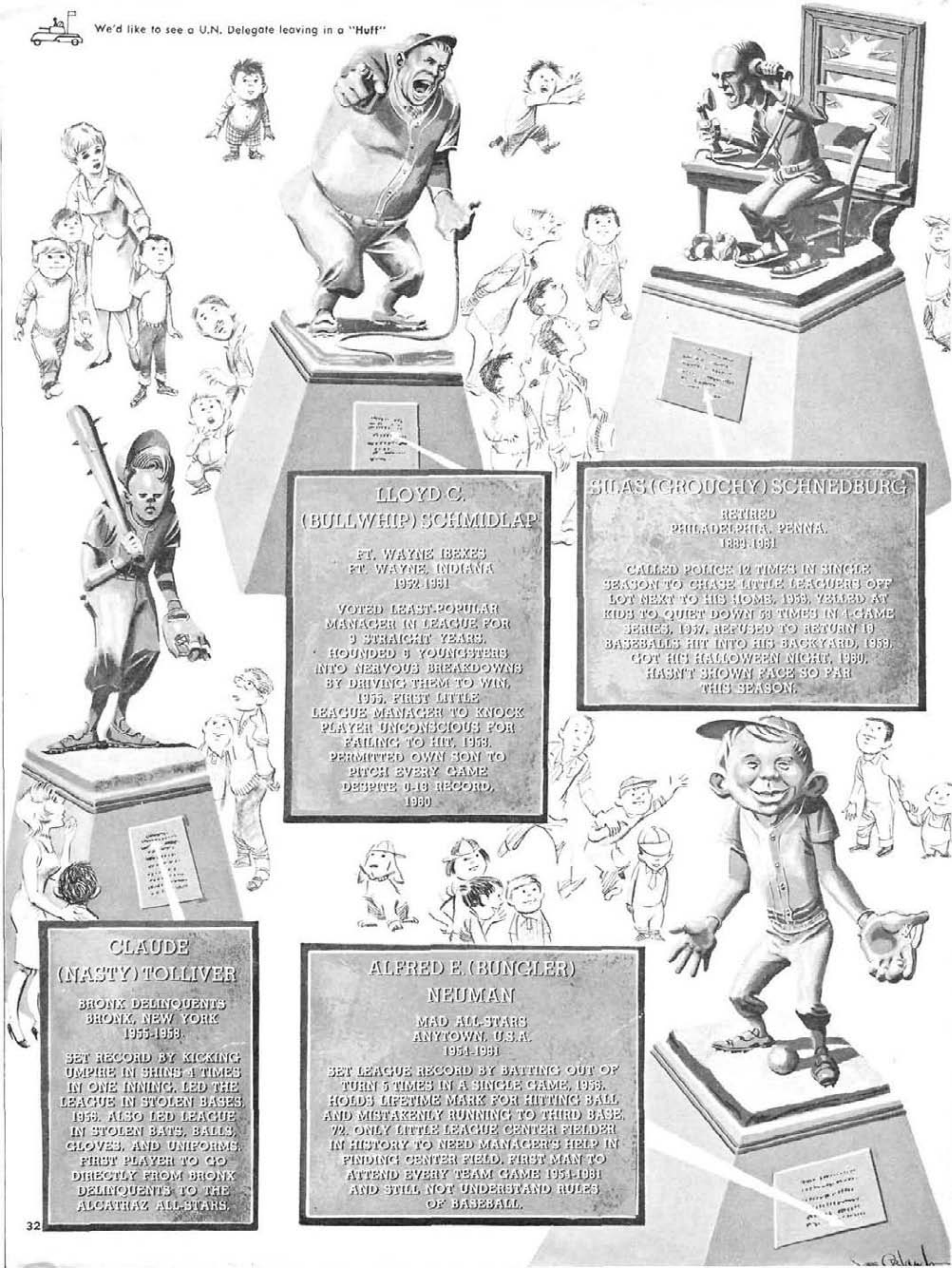
their Big League counterparts (aside from big time pay), is a "Hall of Fame." MAD proposes to correct this oversight right now by installing these outstanding personages as charter members of . . .

HALL OF FAME

WRITER: TOM KOCH



We'd like to see a Retailer jacking up his "Pryce"


LLOYD C. (BULLWHIP) SCHMIDLAP
FT. WAYNE IBEXES
FT. WAYNE, INDIANA
1952-1961
VOTED LEAST-POPULAR MANAGER IN LEAGUE FOR 9 STRAIGHT YEARS. HOUNDED 6 YOUNGSTERS INTO NERVOUS BREAKDOWNS BY DRIVING THEM TO WIN, 1955. FIRST LITTLE LEAGUE MANAGER TO KNOCK PLAYER UNCONSCIOUS FOR FAILING TO HIT, 1958. PERMITTED OWN SON TO PITCH EVERY GAME DESPITE 0-18 RECORD, 1960
SILAS (GROUCHY) SCHNEDBURG
RETIRED
PHILADELPHIA, PENNA.
1883-1961
CALLED POLICE 12 TIMES IN SINGLE SEASON TO CHASE LITTLE LEAGUERS OFF LOT NEXT TO HIS HOME, 1958. YELLED AT KIDS TO QUIET DOWN 53 TIMES IN 4-GAME SERIES, 1957. REFUSED TO RETURN 18 BASEBALLS HIT INTO HIS BACKYARD, 1958. GOT HIS HALLOWEEN NIGHT, 1960. HASN'T SHOWN FACE SO FAR THIS SEASON.
CLAUDE (NASTY) TOLLIVER
BRONX DELINQUENTS
BRONX, NEW YORK
1955-1958.
SET RECORD BY KICKING UMPIRE IN SHINS 4 TIMES IN ONE INNING. LED THE LEAGUE IN STOLEN BASES, 1956. ALSO LED LEAGUE IN STOLEN BATS, BALLS, GLOVES, AND UNIFORMS. FIRST PLAYER TO GO DIRECTLY FROM BRONX DELINQUENTS TO THE ALCATRAZ ALL-STARS.
ALFRED E. (BUNGLER) NEUMAN
MAD ALL-STARS
ANYTOWN, U.S.A.
1954-1961
SET LEAGUE RECORD BY BATTING OUT OF TURN 5 TIMES IN A SINGLE GAME, 1956. HOLDS LIFETIME MARK FOR HITTING BALL AND MISTAKENLY RUNNING TO THIRD BASE, 72. ONLY LITTLE LEAGUE CENTER FIELDER IN HISTORY TO NEED MANAGER'S HELP IN FINDING CENTER FIELD. FIRST MAN TO ATTEND EVERY TEAM GAME 1954-1961 AND STILL NOT UNDERSTAND RULES OF BASEBALL.

FOLLOW THROUGH DEPT.

Here's a little visual exercise that teaches an important lesson:

NEVER JUMP TO A CONCLUSION... BECAUSE THERE'S ALWAYS...

MORE THAN MEETS THE EYE!

(So look a little **deeper** . . . mainly, hold the page up to the **light**!)

BY ANTONIO PROHIAS






















BERTHA THE
FAT LADY
RINGA-DING CIRCUS



A-TO-ZEUS DEPT.

We'd like to see an Editor in a "Dither" racing against a "Deadline"

Today, America's Space Research Program sorely lacks trained personnel necessary to successfully develop and test advanced rockets and missiles. And we're not talking about scientists! We're talking about the men responsible for naming the missiles after the gods and lesser dieties of Greek and Roman mythology! Where would our Space Program be without them? To encourage young people into this growing, and extremely important field, our schools should introduce students to the study of mythology at an early age... like with—



THE MAD mythology PRIMER





ARTIST: GEORGE WOODBRIDGE WRITER: WALTER FARLEY

Lesson 1.

PEGASUS



See the horse.
It is a winged horse.
This horse can fly.
Fly, fly, fly.
As if pigeons weren't bad enough!
The horse is named Pegasus.
The jockey is named Bellerophon.
The weather is clear.
The track is fast.
C'mon, Pegasus!
He always finished in the money.
Money, money, money.
Too bad the winged horse isn't alive today.
What a gimmick for a TV western!

Lesson 2.

ACHILLES



See the young hero.
His name is Achilles.
He will live to fight.
Fight, fight, fight.
He will live for adventure.
Adventure, adventure, adventure.
He will live about 21 years.
That's "hero-biz," Achilles!
Achilles' mother is dipping him in the magic river.
Dip, dip, dip.
This will make his skin so strong, nothing will hurt him.
But Mommy has forgotten to dip his heel.
You guessed it.
That's where he'll get it.
Later, people will say:
"A dirty heel killed Achilles!"

Lesson 3.

MEDUSA



See the hideous lady.
Her name is Medusa.
She has snakes growing out of her head.
Snakes, snakes, snakes.
This is known as having naturally curly hair.
Anyone who looks at Medusa turns into a statue.
She is a riot at orgies.
When she's around, everyone gets stoned.
Stoned, stoned, stoned.
Soon Perseus will take away her magic power.
He will also take away her head.
Ecch, ecch, ecch.
Still people will wonder.
Did she or didn't she?
But only her veterinarian knows for sure.

Lesson 4.

KING MIDAS



See the King.
His name is King Midas.
King Midas is very greedy.
Greedy, greedy, greedy.
Today, he would be playing the Stock Market.
Midas has magic power.
Magic, magic, magic.
Everything he touches turns to gold.
Gold, gold, gold.
Some day, a mosquito will bite King Midas on his stomach.
Scratch, scratch, scratch.
Whoops! A 22-carat belly-button.

We'd like to see a Psychiatrist's Patient arriving in a blue "Funk"

Lesson 7.

HERCULES



See the man.
His name is Hercules.
Hercules has huge muscles.
This makes him look very strong.
Strong, strong, strong.
Hercules wears the skin of a dead lion.
This makes him smell very strong.
Smell, smell, smell.
Hercules has to perform twelve labors.
One of them is to clean out the Augean Stables.
This doesn't help the situation much.
Someday, they will make movies about Hercules.
Movies, movies, movies.
These movies will carry on the Hercules tradition.
They will also smell.

Lesson 8.

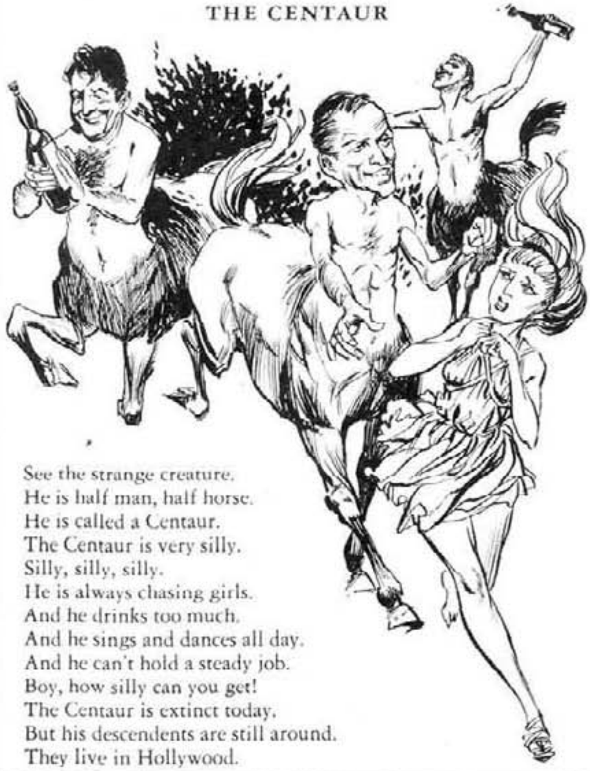
THE TROJAN HORSE



See the big horse.
The horse is made of wood.
Clever Greek soldiers are hiding inside the horse.
Hide, hide, hide.
Today, the Trojans will roll the horse into the city.
Tonight, there will be a surprise party in the city.
Tomorrow, there will be a fire sale in the city.
Later, some Trojans will say,
"Beware of Greeks bearing gifts."
While some others will say,
"Beware of gifts bearing Greeks!"
This incident will make Troy famous.
Troy will be known as the first "one-horse town."

Lesson 5.

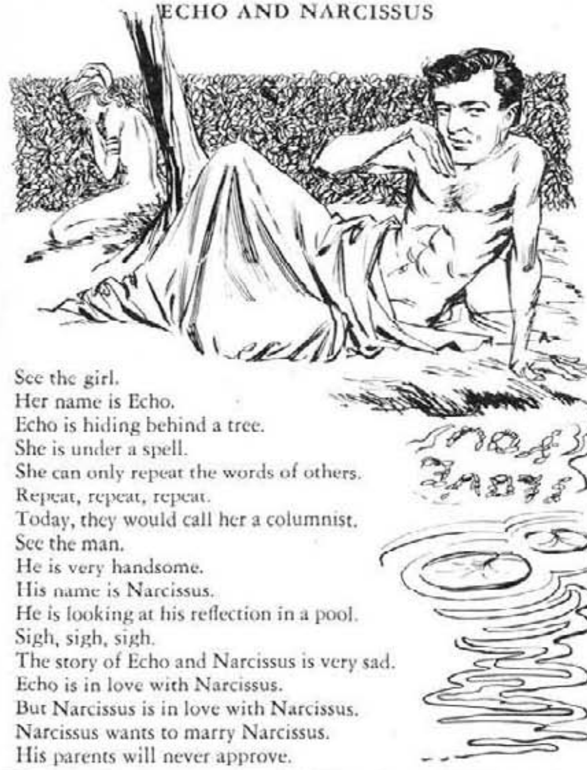
THE CENTAUR



See the strange creature.
He is half man, half horse.
He is called a Centaur.
The Centaur is very silly.
Silly, silly, silly.
He is always chasing girls.
And he drinks too much.
And he sings and dances all day.
And he can't hold a steady job.
Boy, how silly can you get!
The Centaur is extinct today.
But his descendents are still around.
They live in Hollywood.

Lesson 6.

ECHO AND NARCISSUS



See the girl.
Her name is Echo.
Echo is hiding behind a tree.
She is under a spell.
She can only repeat the words of others.
Repeat, repeat, repeat.
Today, they would call her a columnist.
See the man.
He is very handsome.
His name is Narcissus.
He is looking at his reflection in a pool.
Sigh, sigh, sigh.
The story of Echo and Narcissus is very sad.
Echo is in love with Narcissus.
But Narcissus is in love with Narcissus.
Narcissus wants to marry Narcissus.
His parents will never approve.

Lesson 9

PLUTO



See the evil man.
His name is Pluto.
He is King of the Dead.
Boo, hiss, boo.
Pluto is the undisputed Ruler of the Underworld.
Sort of a mythological Frank Nitti.
But Pluto is very unhappy.
Unhappy, unhappy, unhappy.
He doesn't like being King of the Dead.
Because he can't tell his subjects where to go.
They're already there.

Lesson 10.

ULYSSES



See Ulysses.
See how smart he is.
He has filled the ears of his crew with wax.
Wax, wax, wax.
He has made them lash him securely to the mast.
Lash, lash, lash.
Ulysses has heard about the Sirens' song.
How their singing lures mariners to destruction.
Now they are sailing by the Island of the Sirens.
Watch Ulysses suffer.
Suffer, suffer, suffer.
Watch him writhe and squirm and scream.
The Sirens are singing Rock 'n Roll.

PUT YOUR MONEY WHERE YOUR MOUTH IS DEPT. We'd like to see a Coward showing his yellow "Streak"

American Telephone and Telegraph (AT&T) is a mammoth corporation dedicated to the improvement of communications. In this task, they have succeeded admirably. Take, for example, their fantastic scientific breakthrough of several years ago, when a stunned world received news of the development of the first *color telephone*. Think of the millions of dollars in research that went into this marvelous electronic advance. And more recently, we witnessed the introduction of another scientific wonder – the "Princess" phone. Not only is it beautiful to behold, but it contains the marvel of a built-in light. Just imagine the advantage of dimming the houselights, and dialing to the warm and enchanting glow of the remarkable "Princess." Can Russia and her 4-ton "Sputniks" ever hope to match this remarkable scientific achievement? But the best is yet to come as MAD now reveals –

FUTURE TELEPHONE

SOME ASTOUNDING TELEPHONE ADVANCEMENTS

THE "DECORATOR" LINE

The success of the amazing "Princess" naturally inspired the company to create a whole line of "Royal" receivers. Soon, every home can be a palace, with special phones for each member (at the low extra charge of $7 monthly each).

Proud



"THE HIGHLANDER"

For telephone subscribers of Scotch ancestry, tartan patterns of all known clans will be available (for only $3.00 extra monthly charge).

Fun



"THE BLECCHHH"

For subscribers with kids, plastic will simulate jam, *peanut butter, etc. Doesn't* show mess like other phones. ($4.00 extra monthly charge).

Stimulating



"THE VAVAVAVOOM"

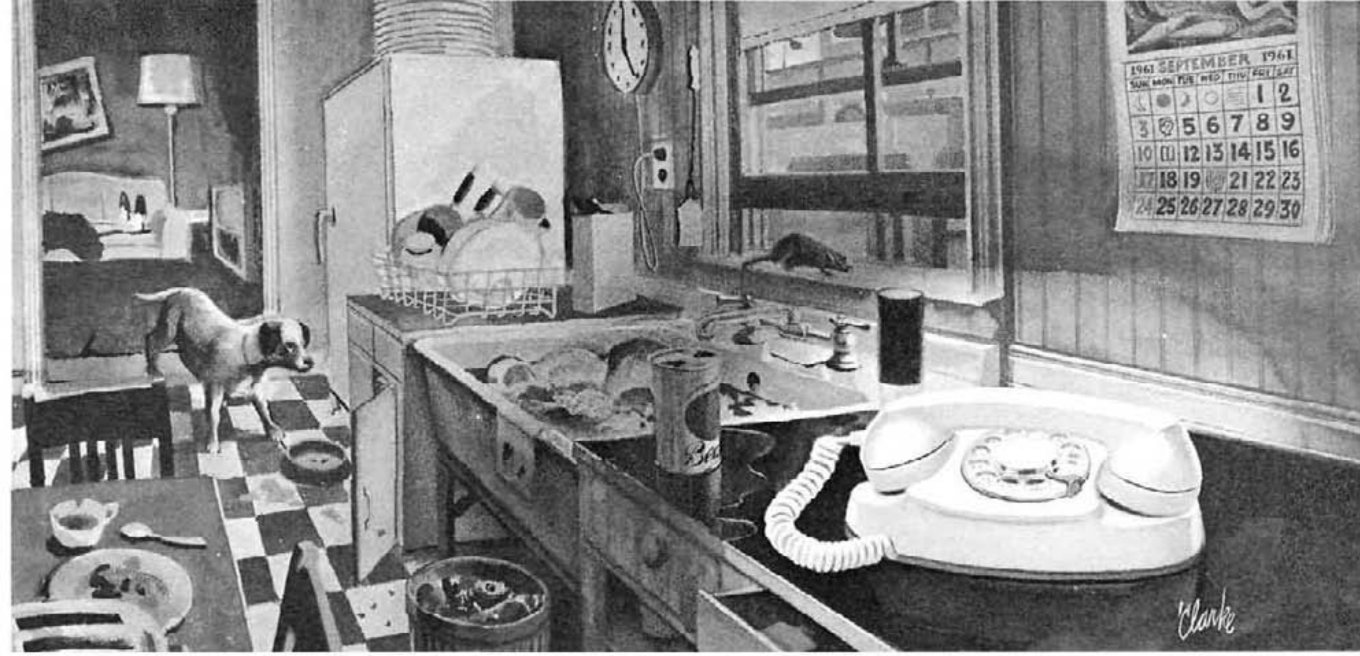
For the bachelor subscriber to dress up his penthouse. Adds an *inspirational mood* to little black book work. ($5.00 extra monthly charge).

Functional



"THE MINDSAVER"

Most-used numbers imbedded in plastic phone for quick reference. Numbers changed for slight $25.00 service charge. ($6.00 per month).



TRIUMPHS

ARTIST: BOB CLARKE
WRITER: AL JAFFEE

NOW IN THE FINAL STAGES OF DEVELOPMENT
THE "ROYAL" LINE

The success of the revolutionary "color" phone encouraged continued work along those lines. Research scientists by the thousands were hired at great expense (to lure them away from military defense projects), with these results:

THE "KING" PHONE



For Dad—the regal splendor of this attractive phone is designed to give the head-man a feeling of importance.

THE "QUEEN" PHONE



For Mom—the quiet dignity of this magnificent phone indicates who is actually the power behind the throne.

THE "COURTESAN" PHONE



For that personal secretary, or that pretty maid, or any other female the king might wish to honor with a reward.

THE "DRAGON" PHONE



For that Mother-In-Law, her very own receiver, so she'll spend hours on it, thus keeping her off everybody's neck.

THE "SPECIAL

THE "NERVESAVER" PHONE



Automatic Dial Tone Indicator

The busy person who is always annoyed at having to wait for the dial tone will welcome this new telephone. Merely press the button, and dial tone contact is automatically made without lifting receiver. When this happens, a light flashes, and dialing can begin. Only $8.00 extra per mo. (There is a humorous twist to the story of this amazing new invention. Actually, two huge phone company labs were working on this problem. Both came up with solutions: the one shown here, and another which accomplished the same thing on existing phones. Naturally, the latter idea was quickly abandoned when the company suddenly realized that *there could be no extra monthly carrying charge for that!*)

THE "SYMPHONETTE" PHONE



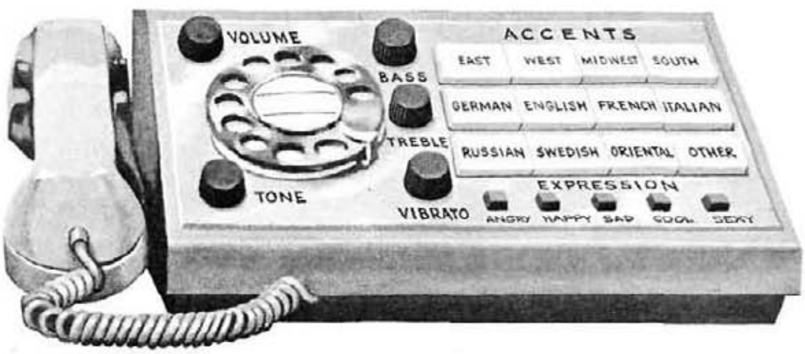
Musical Busy Signaller

No more being bored and frustrated with irritating busy-signals. This instrument brings a continuous flow of soft, soothing music when phone at other end of line is in use. Many people, it is hoped, will deliberately dial numbers they know are busy, just to hear this lovely music treat. *Only $1.00 per busy signal dialed, plus 25¢ per minute.*

THE "IMPERSONATOR" PHONE

Electronic Voice Changer

This marvelous instrument has countless advantages. The speaker, simply by manipulating dials, can make his voice sound any way he pleases. Here are just a few of the ways this device can be used. Only $37.75 extra monthly charge.



We'd like to see a Congressman inspecting a red "Herring"

SELECTING THE PROPER VOICE CAN BE INVALUABLE IN

ROMANCE



BUSINESS



GETTING OUT OF JAMS



DEVICES" LINE

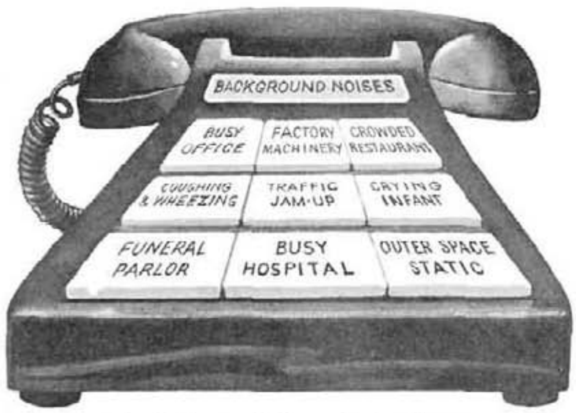
THE "SMELLSWEET" PHONE



Offensive Odor Controller

This new development is a practical boon to people with extra-sensitive noses who can't stand the offensive odors deposited on mouthpieces by prior users of phones. Button releases fragrant mist from hidden vial in headpiece when pressed. Phone only $10.00 extra monthly charge. Vials of fragrant mist only $3.00 each—last for days, depending on number of offensive-breathed people who use the phone.

THE "AUDIO-FAKER" PHONE



Background Sound Producer

This remarkable phone contains a tiny tape recorder which, at the touch of a button, introduces authentic background sounds while conversation is going on. The merits of this device are painfully obvious to any husband who has ever called his wife to say he's working late at the office—and in the background, she hears drunks raving and girls giggling. Now, all he need do is press the "Busy Office" background noises button, and his wife hears the clatter of typewriters and adding machines. Or take the guy who wants to take the day off to play golf. All he need do is press the "Coughing and Wheezing" button when calling in to talk to the boss. Only $15.00 per month extra charge.

We'd like to see a Politician in a "Panic" passing the "Buc"

THE "DIAL-SERVANT" PHONE



Automatic Dialer

This extraordinary telephone is destined to be one of the greatest labor-saving devices ever developed. Numbers to be dialed are coded onto special punch-cards. (Code card-punching device available for only $16.00 extra per mo.) Card is inserted in slot, tiny calculator scans punches, and dialing finger instantly swings into action, automatically dialing number. Eliminates extra expense of wrong numbers due to stupid manual dialing. Only $40.00 per mo.

THE "BLACK BEAUTY" PHONE



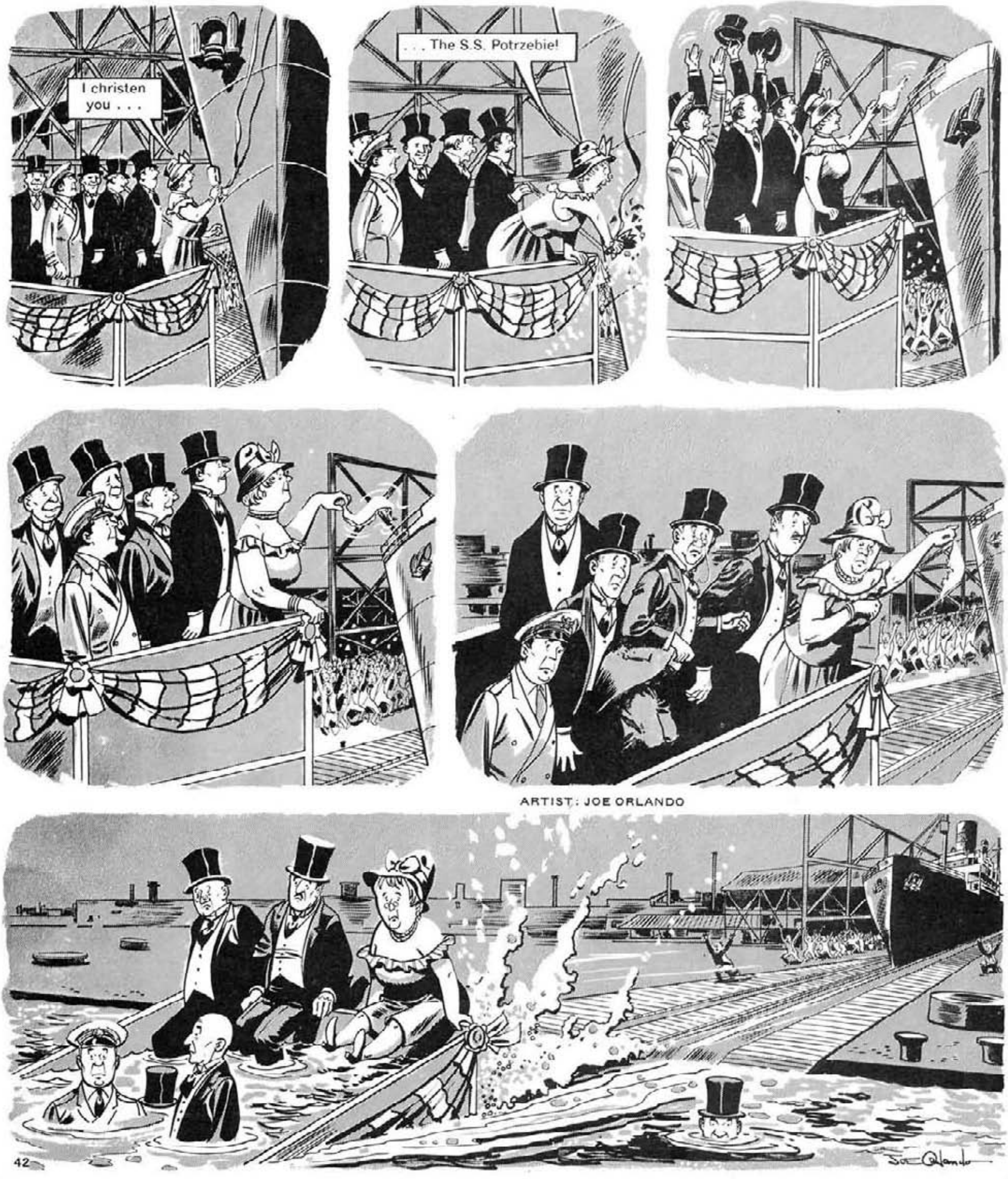
Classic Design and Function

This instrument does not do a thing, except carry phone messages quickly and efficiently. It is simple to operate, comfortable to hold, occupies little space, and looks like exactly what it is supposed to be. It is cheap to make, and inexpensive to rent. It is also impossible to get!

HOLLYWOOD DEPT.

Scenes We'd Like to See

The Launching

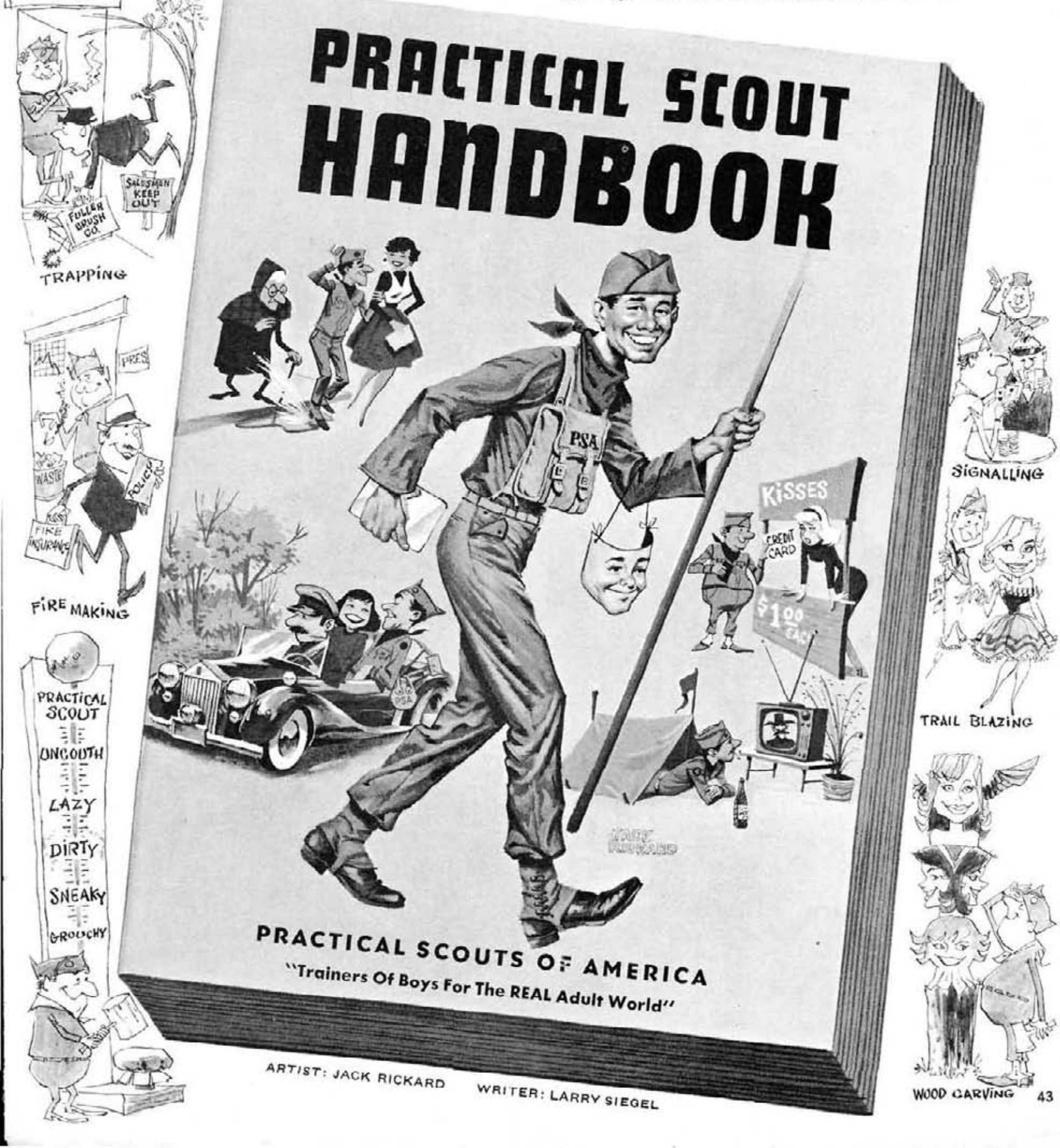


ARTIST: JOE ORLANDO

BOY, BOY, BOY, THE TRAMPS ARE MARCHING DEPT.

Everyone knows that the Boy Scouts of America is a fine organization and helps boys in many ways. However, let's face it. It's training program is rather limited. For example, Boy Scout training is invaluable for boys who someday hope to set up their own Moss-Finding Businesses, or who plan to operate Bird Watching Services, or Street Crossing Agencies, or desire to become Professional Knot Tiers. But it doesn't teach boys how to prepare for and handle many of the real problems of later life. Which is why it was only natural that sooner or later a brand new Scout organization for boys would spring up. The purpose of this new organization is to teach boys all those things about the "adult world" that the Boy Scouts ignore. This new organization is called the "Practical Scouts of America" . . . and here is its Official Guide . . . issued to all brand new recruits who are clever enough to want to join . . .

We'd like to see an Umpire reverse his "Decizhun"



INTRODUCTION

As a Practical Scout, you are now a member of a new, realistic organization for boys dedicated to training you for the *real* adult world. Through the Practical Scout Program, you will learn to cope with and solve *real* adult problems, just like a real 20th Century adult. You will learn how to treat your neighbors and friends, just like a real 20th Century adult. You will learn how to make your way in the business world, just like a real 20th Century adult. And mainly, you'll learn how to be thoroughly miserable and unhappy, just like a real 20th Century adult.

THE PRACTICAL SCOUT LAW

To be a good Practical Scout, it is imperative that you learn, and obey The Practical Scout Law. (Other laws you can ignore!)

A Practical Scout is...

trustworthy His honor is to be trusted. He learns to lie and cheat only in emergencies. Like when he takes an examination, goes into business, or fills out his income tax. **1**

loyal He learns that, in the business world, he must be loyal to his employer's customers. And when he goes into business for himself, he maintains this loyalty by taking those customers away from his old employer and making them his customers. **2**

helpful He does a good turn every day to anyone who can be of use to him. Except in later life, when he helps his friends avoid the misery and expense of marriage by stealing their financées from them immediately prior to the weddings. **3**

friendly He never says cold, formal things like, "Sorry to double-cross you like this, Mr. Frobisch." He always says warm, friendly things like, "Sorry to double-cross you like this, Fred." **4**

courteous He is especially polite to women and old people. If a woman or an old person is standing in a bus or subway while he is sitting, he will help make the trip a little easier for them by holding his paper up higher so they can read the back of it. **5**

kind He will not hurt any living creature needlessly. The only reason he is taught to hurt some living creatures is because, to be successful in business, there is a need for it. **6**

obedient He obeys his parents. Not just a week before Christmas, when most boys are obedient, but other times as well. Like a week before his birthday. **7**

cheerful He smiles all the time. He follows orders promptly and cheerfully. He is always in good spirits. Because he takes half a bottle of tranquilizers a day. **8**

thrifty He will carefully pick a parking meter that has plenty of time to go before reaching a violation. **9**

brave When things are tough, when the road is hard, when danger is near, and when his life is in peril, he still has the courage to try, "Maaaaaaaaa!"—even when he knows people will laugh at him. **10**

The Practical Scout's Uniform and its Significance

This is the Practical Scout Uniform. Wear it proudly. Not only is it handsome and eye-catching, but each part of it has a special significance which is practical as well as symbolic.



Practical Scout Handclasps and Salutes

The "Word of Honor" Handclasp



Cross first two fingers of left hand while you grasp other fellow's hand with right. This salute is ideal in later life, and is always used after the consummation of a used car deal.

The "Helping Hand" Salute



Touch your thumb to your nose, and spread the other four fingers outward. This salute is ideal when riding in a car, for greeting another Practical Scout whose own car has broken down and is pleading loudly for assistance.

The "Jellyfish" Handclasp



Make right hand completely limp like a dishrag. Extend forward slowly till it collapses on restaurant table. This may not be an authentic handshake, but is excellent when reaching for checks.

The "Incognito" Salute



Place left hand over eyes, and right hand over nose and mouth so entire face is concealed. This salute is ideal when greeting bill collectors, internal revenue agents, and other Practical Scouts you wish to avoid.

The "Iron Vise" Handclasp



Seize the other fellow's hand with both your hands, and squeeze tightly until you hear a loud crunch. This is a warm way of greeting an opponent before an important handball game.

The "Telephone" Salute



This salute is for later life, only. When wife phones, greet her by dropping phone smartly and slapping one hand over each ear. Wait for an hour-and-a-half until she stops talking, then snap your hands to your sides.

Trips Into The Fields

As part of your Practical Scout training for your future career, you will be required to make trips into various business fields. While in these fields, you will learn to do all the things that real businessmen do. Here are some important things for you to practice on field trips:

MAKING A FIRE



When an employer takes out a cigarette, smile sickeningly and spring at him with a lighted match. You must beat the other employee to the draw to be successful in business. Of course, if the other employees are former Boy Scouts, you have no worries. By the time they can make fires by rubbing two sticks together, you will already be a vice-president.

SIGNALLING



In the field, you will be required to take a client to lunch. Here is the correct way to signal the headwaiter for a good table: Grasp handle of your signal flag, hold firmly against belt, slant forward, attach five-dollar bill to end, and wave back and forth. The headwaiter will pick up your signal anywhere within a radius of twenty-eight miles.

CONSERVATION



In the field of business, you will learn that conserving your income is a necessity. This can be done with the aid of Expense Accounts. However, remember that it is unfair to charge *all* personal expenses to your company. Start slowly with 3 items: e.g., food, clothing, and shelter.

KNOT TYING



Some businesses fail, and their owners fall into debt. Those whose offices are on high floors have no problems. They merely open a window and jump. However, a Practical Scout must be prepared for the eventuality of working on the ground floor. When a ground floor business fails, the ideal knot for hanging yourself is the "Sheet Bend Cove Hitch Strmpf." Learn this knot thoroughly.

GIRL WATCHING and FUTURE WIFE SPOTTING

A Practical Scout spends lots of time hiking in the Wilderness of Life. While there, he will often come across varied female creatures who may prey on him in later years. Here are some typical specimens to recognize and look out for:

THE BROAD-TAILED BRONX SHIRLEY

This is one of the most common and dangerous beasts in existence.

DISTINGUISHING FEATURES: Broad tail and heavy make-up.
HABITAT: Large summer hotels, department stores, dull parties, conventions.
SHE PREYS ON: Handsome, athletic, clean-cut professional men with Connecticut accents.
SHE'LL SETTLE FOR: Ugly, flabby clerks with William Bendix accents.
WHAT TO DO IF ATTACKED BY HER: Tell her if she wants to marry you, she'll have to live more than a block away from her inseparable companion, "The Broad-Tailed Bronx Mama." You'll never see her again.



THE GUM-CHEWING NOTHING

This beast is completely brainless. She'd refuse a date with Yogi Berra because she thinks he's an egghead.

DISTINGUISHING FEATURES: Sparkling, vacant eyes; fluttering lashes; a wagging, gum-chewing jaw; a 99-year subscription to "Moronic Hollywood Magazine."
HABITAT: Bowling alleys, soda fountains, motorcycle salesrooms.
SHE PREYS ON: Bowlers, soda-jerks, motorcyclists.
SHE'LL SETTLE FOR: Bowlers, soda-jerks, motorcyclists.
WHAT TO DO IF ATTACKED BY HER: Don't worry. She won't attack you. She also thinks guys who read MAD are eggheads.



THE WEALTHY UNTOUCHABLE

This beast is ridiculously rich, and travels in ultra-exclusive circles. She is so cold she wears real icicles on her ears instead of earrings.

DISTINGUISHING FEATURES: Cold hands, cold face, cold heart, cold cash.
HABITAT: Exclusive parties, exclusive yacht clubs, exclusive Coronations.
SHE PREYS ON: Wealthier untouchables.
SHE'LL SETTLE FOR: The Aga Kahn.
WHAT TO DO IF ATTACKED BY HER: With her money, why fight it??



THE BIG-MOUTHED NAME-DROPPER

This beast is tricky. She pretends she is too engrossed in Show Biz to want to marry. Don't let her fool you.

DISTINGUISHING FEATURES: Big mouth; no make-up below the eyes, but a ton on the eyes; uses expressions like "I had a real fun time."
HABITAT: Cocktail Parties, coffee houses, the alley behind the Actors Studio.
SHE PREYS ON: Marlon Brando.
SHE'LL SETTLE FOR: Ernest Borgnine, or you.
WHAT TO DO IF ATTACKED BY HER: Threaten to stab her with a rusty nail. Since she never stops talking, she's deathly afraid of lockjaw.



THE WILD-EYED DESPERATE SEARCHER

This beast travels alone because she covers more ground that way. She will attack as many as fifteen prospective male victims on a slow day.

DISTINGUISHING FEATURES: Desperate, frantic look; heavy breathing; remarks like "I just adore men who smoke pipes, or don't smoke pipes."
HABITAT: Everywhere and anywhere.
SHE PREYS ON: Everything and anything.
SHE'LL SETTLE FOR: Even less.
WHAT TO DO IF ATTACKED BY HER: Pray!



Practical Scout Patrols

NAMES, CALLS AND INSIGNIA

When you become a Practical Scout, you automatically join one of many Patrols. While all Practical Scouts receive a complete education in the ways of the adult world, each Patrol specializes in one particular phase of adult living. Therefore, each Patrol is named for the feature it specializes in. Here are some of the more popular Patrols you can join, along with their calls or yells, and insignia.

Boot-Lickers ········ Long lap, lap sound with tongue extended ········



Payolas ········ Four crackling sounds made with dollar bill ········



Snobs ········ Two haughty sniffs with nose in the air ········



Bores ········ One short yawn, one long yawn, followed by snoring sound ········



Back-Stabbers ········ Sound of swishing, followed by grunt, then nasty giggle ········



Draft-Dodgers ········ Sound of pencil as it pops an ear-drum ········



Malcontents ········ Three "Yecchhs," two "Ughs" and one "Fehh" ········



Status Seekers ········ Four honks on horn of automobile you can't afford ········



The First Class Practical Scout

To attain the rank of "First Class Practical Scout," which signifies *that you are now fully-trained for the real adult world, you must* be able to pass the following Practical Scout Tests satisfactorily:

Practical Scout Teamwork

(1) Keep your eyes open for accidents. When you see one, call ambulance. Then call lawyer. Tell lawyer to chase ambulance. Act surprised when lawyer offers to cut you in on fee. Turn him in to police for "ambulance-chasing" if he doesn't.

(2) Take girl into jewelry store. Pick up two stones – like a diamond and an emerald – and rub them together. Watch how they start a fire in her eyes. Promise to buy her stones if she'll go steady with you. Hide your face and snicker if she believes you.

(3) Find rich old lady on street corner. Guide her across street. Talk her into buying life-time dancing course from you for only $125,000, even though she has at most two months to live. With money you swindle from her, open chain of dance studios and swindle others. Marry girl with no talent and give her her own TV show to emcee.

(4) Go on rugged camping trip deep into wilderness. Pitch camp at most rustic motel you can find. Keep air conditioner on "low" and don't switch TV channel no matter how bad program is. Then write 500-word composition on how it feels to rough it like a real Army Officer.

Practical Scoutcraft

(1) Explain the meaning of your Patrol's name, and give its call or yell. Tell who your Scoutmaster is. Blackmail him for $500 by threatening to show his friends pictures of him wearing his idiotic short pants.

(2) Work actively in your patrol and at troop meetings. Try to become Treasurer. When you make it, list five quick ways of getting to Mexico. Take the money, and use one of them.

(3) Design a new Practical Scout Uniform. Bribe Scout Fashion Director to rule old uniform is obsolete. Then make deal with uniform manufacturer to cut you in on profits from sales of new uniforms. Tell big Detroit auto manufacturer what you have done. Describe how it feels to become President of General Motors at the age of eleven.

(4) Put on Practical Scout Uniform, and run around town screaming and acting like a complete imbecile. Then describe how exciting it is to behave like a real grown-up Legionnaire or Shriner at a convention.

Practical Scout Spirit

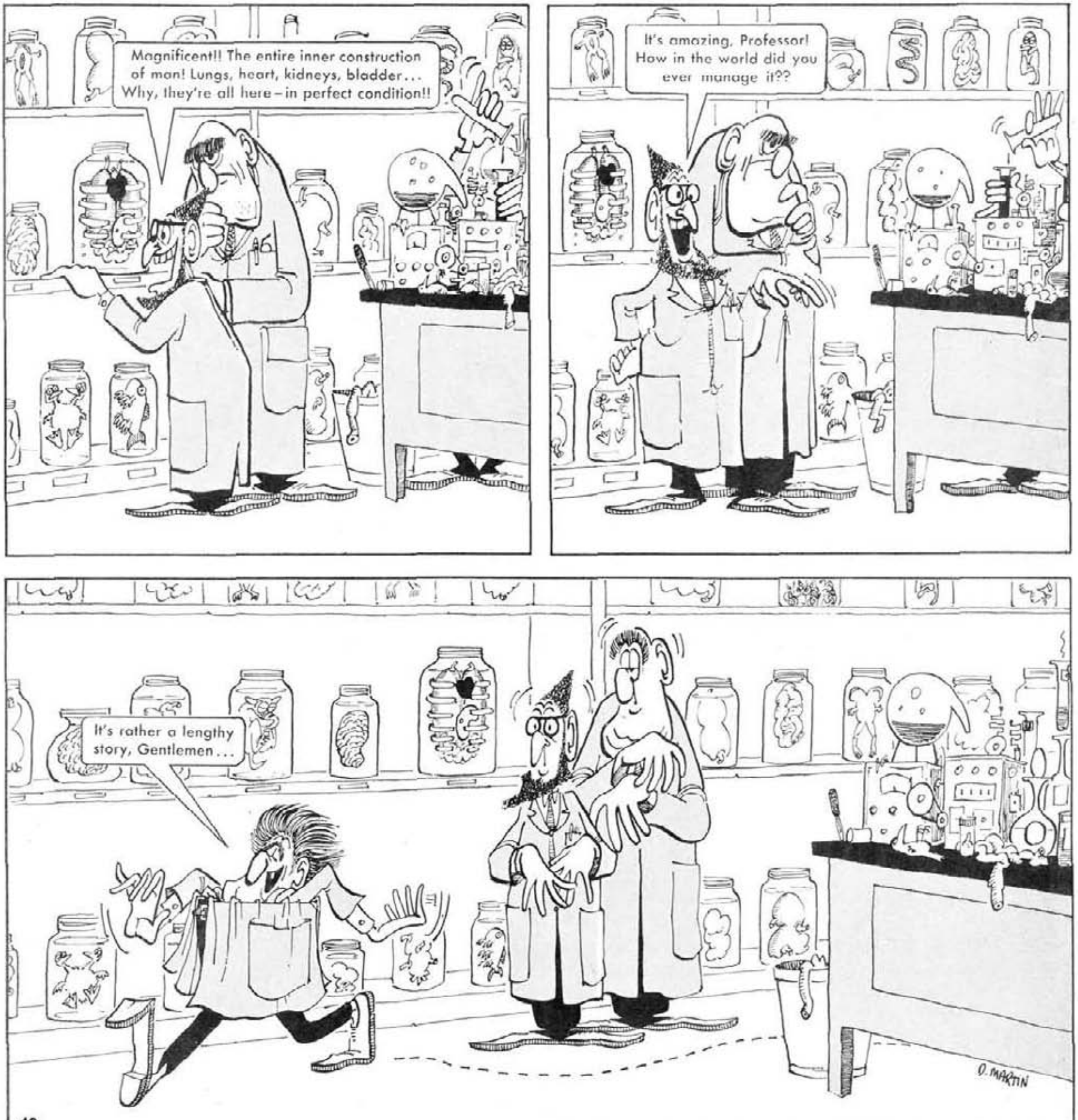
(1) Memorize Scout Oath and recite it by heart, secretly reading it off a Teleprompter while taking off and putting on glasses for phony dramatic effect.

(2) Do your share in helping those in your home, school and community to live far beyond their means so they can keep up with richer people in other homes, schools and communities and go to an early grave in coffins they can't afford.

DON MARTIN DEPT. PART III

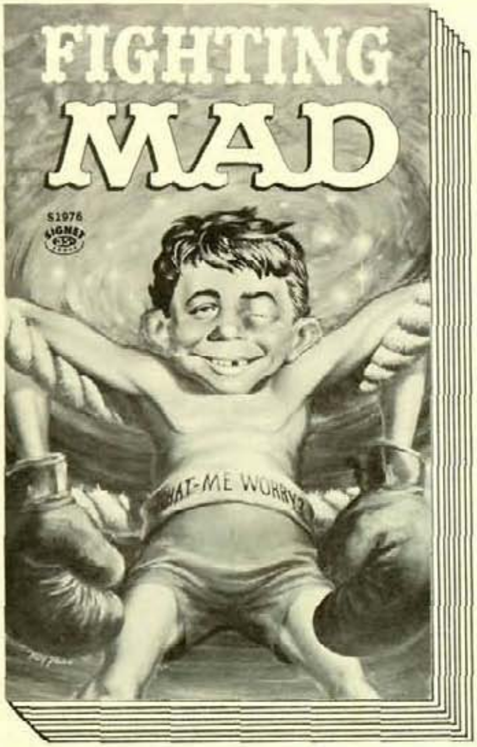
We guarantee the following episode will leave you as short-winded as it did Don Martin, in the days when he was better known as . . .

THE BIOLOGY PROFESSOR



ARE YOU A TWO-FISTED COWARD?

—WHO'S SICK OF BEING BEAT OVER THE HEAD BY HOLLYWOOD, MADISON AVE. AND T.V.?



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